CENTRE OF INFORMATION TECHNOLOGY

Research Project Report

Influential Factors for The Choice of ECommerce in Shenzhen (China)

Submitted by

Name: Yahong Liu

ID:18475970

Statement of authenticity

Submission of work which is not your own is treated as academic misconduct and may result in exclusion from the Waikato Institute of Technology. Penalties are identified in the Institutes Academic Regulations (the copy is available at the Library or online).

I certify that this is all my own work, except for those parts identified for which references have been made.

Student Signature: Yahong Liu

Acknowledgements

I would like to acknowledge the following people for their everlasting support and cooperation in the completion of this research, without whom the objective of this research could not have been achieved.

- Dr Kay Fielden (Principal Supervisor), who guided me through each step of the research process and helped me to remain on track with her extensive assistance and supervision
- Dr Arthur Do Valle (Co-Supervisor), who helped me to achieve the required results by supplying appropriate techniques guidance.
- Dr Guss Wilkinson (Team Manager) for providing me with the opportunity to undertake this research
- The Research Ethics and Approval Committee for giving me the approval to conduct this research
- All the participants who become a part of this research

ABSTRACT

E-business has become popular in China and has developed rapidly in the past decade. Despite the fast growing of ecommerce, there are many factors that influence consumers choice between online or physical shopping. As the economy and culture develop, influential factors for the choice of eCommerce in China are changing. To stay in a competitive market and keep sustainably growing, it is important to understand the customers in eCommerce. This research aims to examine eight factors that appear frequently in previous articles. These factors are: risk, review, cost, delivery, service, culture, website, information channel, therefore helping the industrial sector improve their business models, and offering people better service.

This project adopts a quantitative research method. The research model for this research is a modified SERVQUAL model. Data was collected via an online survey tool through convenience sampling in China. The survey has 21 ordinal questions and has been distributed through WeChat, which is a popular social media in China. The Chi-square method was used for data analysis.

The rest of the research report is organized as follows: first, relevant literature on the factors were reviewed and hypotheses for this research were formulated. Then research methodology for this research was discussed. This is followed by the research results, discussion of these results, and limitations for this research. The last sections are references and the appendix.

Keywords

E-business, ECommerce, Acceptance, Influential Factors, China

Table of Contents

LIST OF TABLES

LIST OF FIGURES

1. INTRODUCTION

1.1 Introduction

Ecommerce grows rapidly worldwide. The competition for e-retailers is extreme. To survive in the fierce competition market, it is essential to understand the influential factor for the consumers to choose eCommerce. The research aims to find out the influential factors for the choice of eCommerce in Shenzhen (China).

Chapter 1 on page 1 introduces the background and aim of this research.

Chapter 2 on page 3 discusses the findings in the existing literature. The PRISMA literature review has been performed for 61 previous articles in a related area. The literature review forms the basis for the research. The finding through the literature review resulted in establishing the research motivation.

Chapter 3 on page 23 discusses the methodology and the research design. The research questions are revisited, and formulated hypotheses are presented in this chapter. A mapping among the researcher questions, the hypothesis and the hypothesis-testing methods are also presented and discussed. The core research methods and the framework to establish the research process are part of the discussion in this chapter.

Chapter 4 on page 37 is the results of survey data analyses. Descriptive analysis, Chi-Square analysis, and two-way ANOVA test have been performed in order to test the relationship between variables.

Followed by Chapter 5 discussion.

Lastly, the researcher presented the conclusion of this research in Chapter 6.

1.2 Background

Since web 2.0 has been invented, it changed people's lives in many aspects, such as education, entertainment, socialism and even shopping. Online shopping is a kind of behaviour that customers can purchase goods through shops on the internet (Pabalkar, 2014). Between 2004 to 2013, electronic commerce (eCommerce) increased by 150% in the European Union (Sarkar, Chauhan, & Khare, 2020). In China, due to population density and other numbers of idiosyncratic in the country, eCommerce has become a popular shopping method for most Chinese, especially among young

people. In the Chinese major domestic e-business platform-Taobao, the sales amount has keeping renew its record every year on sales day. In 2018, the sales amount was about NZD 47.7billion within one day (Cheng, 2018). Despite the convenience offers by eCommerce, consumers do have some concerns about it. Per the research's past ten year working experience in Chinese E-business industrial, the weight of some factors that influence consumers to choose eCommerce is changing along with the developing of China. In today's competitive environment, one of the most important tasks for any organization is to keep continuously improving.

Shenzhen city is one of the biggest cities in China. The GDP is NZD538 billion in 2018, and the population is around 13 million ('Shenzhen Government Online', n.d.). Most of the population in Shenzhen are from all around China since the city was a small fishing village with a few thousand people 40 years ago. Researching Shenzhen has economic meaning and likely to cover people from several provinces of China.

1.3 Research Aim

This research aims to explore the factors that influence consumers to choose between eCommerce and physical shopping in Shenzhen (China). Therefore, better to understand the consumers, and help industrial to adjust their business strategy. The data was collected through an online survey method. The questionnaire was distributed to respondents via WeChat online survey tool. The researcher used descriptive analyses, Chi-Squares and two-way ANOVA test to exam the relationship between variables.

1.4 Conclusion

Ecommerce has become part of people's lives in modern society. While e-retailers are facing strong competitions, consumers are influenced by some factors when they choose between eCommerce and physical shopping. In this regard, it is necessary to understand the influential factors for the choice of eCommerce. Due to time limitation, the research is limited in Shenzhen city. Shenzhen city as one of the largest cities in China, it is called "immigration city" as well, as most of the citizens are from all over China. The population of Shenzhen city has grown from a few thousand to about 13 million in the past 40 years. Conducting research in Shenzhen city can help understanding eCommerce in China. Such importance is explored through the existing literature review. Next chapter presents the PRISMA literature review where the hypothesis has been developed as well.

2. LITERATURE REVIEW

2.1 Introduction

In this chapter, the finding from relevant literature is presented. The influential factors for eCommerce are explored. It also addressed how each factor influences eCommerce. In section 2.2, is the illustration of PRISMA literature review process. In section 2.3, the discussion focuses on the trust factor and presents the relevant hypothesis. The discussion in section 2.4 portrays the review factor and the hypothesis. The cost fact in eCommerce choice is discussed in section 2.5. The delivery factor is presented in section 2.6. Followed by section 2.7 discusses the information channel, section 2.8 about the importance of eCommerce website, section 2.9 discusses how culture influences the choice of eCommerce. The last factor, service, is discussed in section 2.10. Each hypothesis has been presented at the end of the relevant sections. The conclusion of the systematic literature review is presented in section 2.11.

2.2 PRISMA Literature Review

The general procedures of online shopping are as follows: consumers get onto an online shopping platform, browse or search for favorite goods, choose the quantities and specification of the goods, choose ways for payment and delivery of goods (M. C. Chen, Wu, & Hsu, 2019). In the past decade, E-business grow up rapidly worldwide as long as the quantities of online stores increasing. Under fierce competition, online stores tried a lot of methods to attract customers (L. Y. Wu, Chen, Chen, & Cheng, 2014). However, due to the natural disadvantages of E-business, there are some factors that impact people's choice of between physical shopping and eCommerce. A lot of scholars investigated about it, some factors that appear repeatedly. Those factors are risk, review, cost, delivery, information channel, website, culture and service. This literature review will attempt to investigate how those factors lead to the choice of eCommerce.

Table 2.1 Inclusion / Exclusion criteria

Inclusion Criteria	Exclusion Criteria
1.Full-Text 2.Published within selected period (2014-2020) 3.Published in the above-selected database 4.In English 5.Key words: ECommerce + choice + influence +impact 6.Related with the 8 factors 7.Peer reviewed articles	1.Uncompleted studies 2.Non-English 3.Outside the selected time 4.In others unrelated database (teaching, texture, health etc.). 5.Not academic peer reviewed articles 6.not accessible

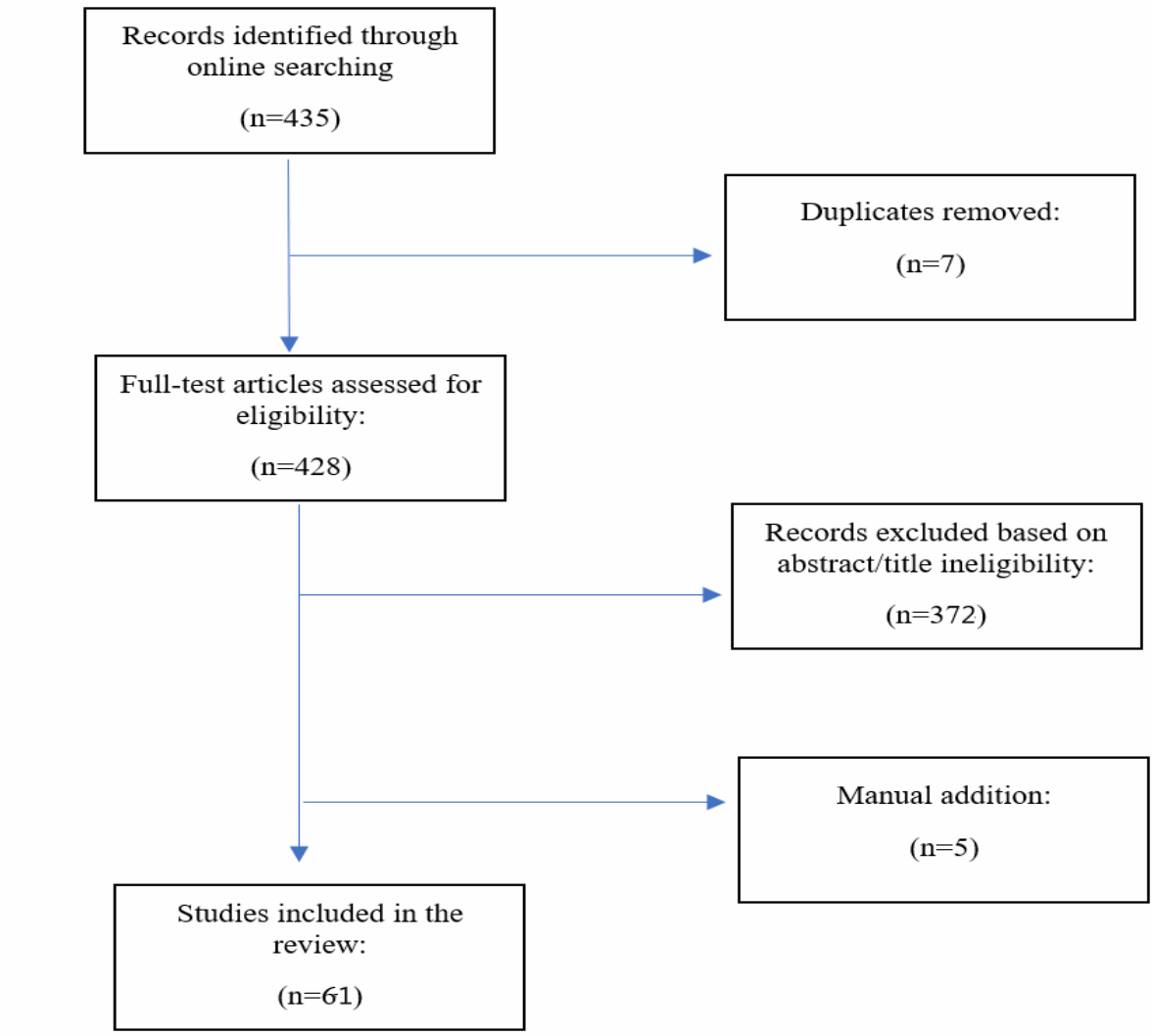


Figure 2.1 PRISMA flow chart

This literature review follows PRISMA guideline. A systematic reviewed of 61 articles published between 2014-2020 was performed. An online search was performed through EBSCOhost and ScienceDirect on 24th Feb 2020. It included relevant keywords in English combined with an appropriate Boolean logical operator such as “OR”, “AND” to ensure a sensitive search strategy. The search strategy returned 435 articles. The researcher did a preliminary screening of those articles using a summary and abstract check, excluding 372 and 7 duplicates. After analyzed according to inclusion and exclusion criteria, there were 56 articles remained. Furthermore, the

researcher added 5 papers that consistent with this research question and inclusion criteria as they are related to the relevant area. The total reviewed papers in this research are 61.

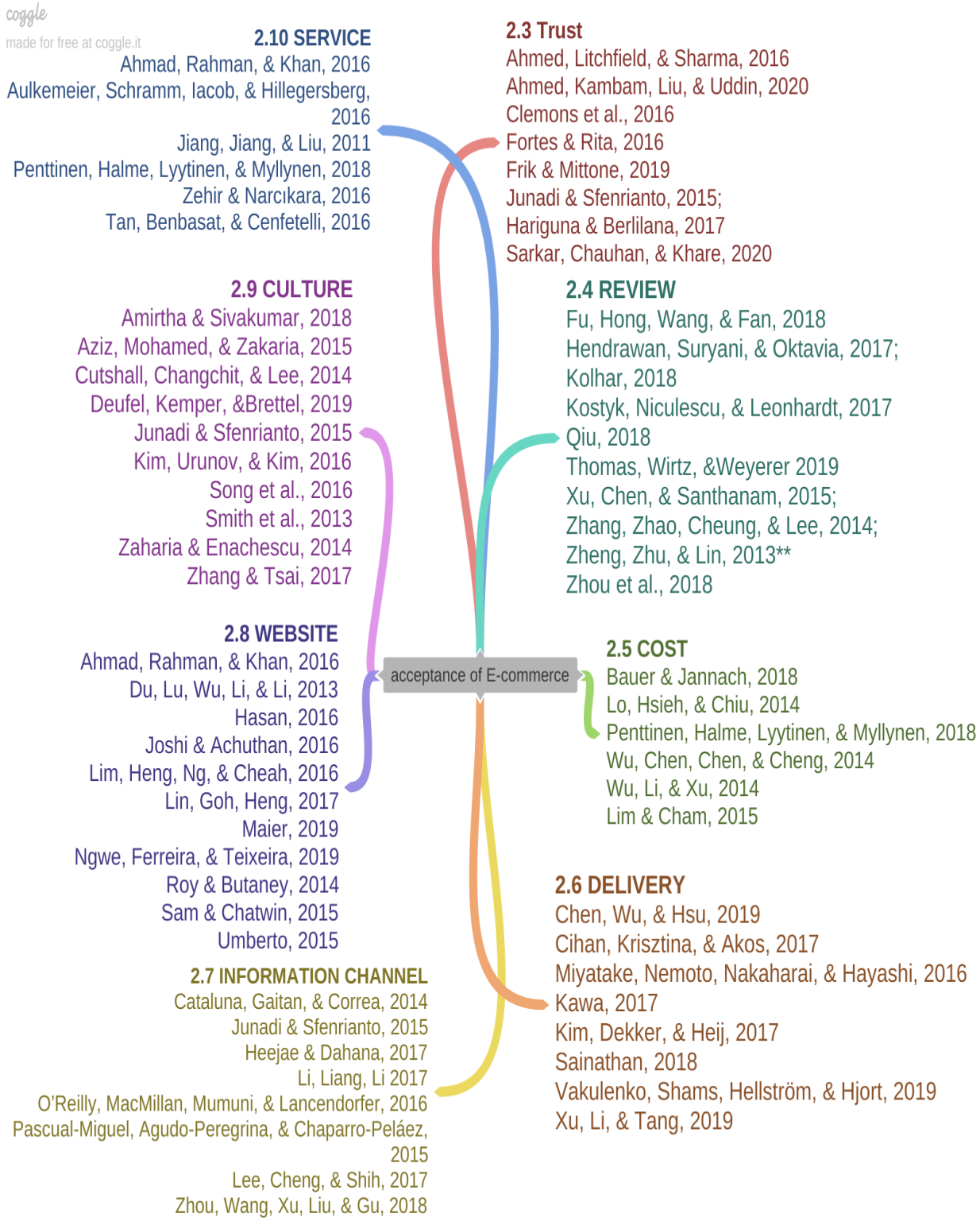


Figure 2.2 Literature review mind map

Figure 2.2 is the mind map of literature review.

Table 2.2 listed the articles reviewed in this chapter.

Table 2.2 List of articles in PRISMA literature review

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
Ahmed, Litchfield, & Sharma, 2016	A distributed security model for cloud computing	The researchers presented a distribution for cloud computing system.	Cloud computing security	Qualitative
Ahmed, Kambam, Liu, & Uddin, 2020	Impact of Human Factors in Cloud Data Breach	Data breach in major Cloud platforms results in concern. The research analysis the root cause for 20 cases.	Cloud computing security	Mixed
Clemons et al., 2016	Global Differences in Online Shopping Behavior: Understanding Factors Leading to Trust	They found reputation is very important while promise from retailers do not matter. The third-party guarantee does not matter in the US but relatively important in Germany, China, and Singapore.	Online shopping behaviour	Quantitative
Fortes & Rita, 2016	Privacy concerns and online purchasing behaviour: Towards an integrated model	The results proof intention of use eCommerce suffers the positive impact of perceived usefulness, behavioural control and attitude.	Online purchases	Quantitative
Frik & Mittone, 2019	Factors Influencing the Perception of Website Privacy Trustworthiness and Users' Purchasing Intentions: The Behavioral Economics Perspective	Identified the factors that influence consumers purchasing intention and their perceptions of the trustworthiness of eCommerce websites.	Website privacy	Quantitative
Junadi & Sfenrianto, 2015	A Model of Factors Influencing Consumer's Intention to Use E-payment System in Indonesia	Through an online survey in Indonesia, the researchers propose that culture, security, performance and social influence could impact consumers' intention to use E-payment method.	E-payment	Qualitative
Hariguna & Berlilana, 2017	Understanding of antecedents to achieve customer trust and customer intention to purchase eCommerce in social media, an empirical assessment	The result of this paper concluded that the quality of the system, information and service had a positive impact on consumers' trust and impact intention to purchase on social media.	ECommerce, social media	Quantitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
Sarkar, Chauhan, & Khare	A meta-analysis of antecedents and consequences of trust in mobile commerce	After analyzed 118 related empirical studies, the paper indicated that several factors have a great relationship with trust in mobile commerce. Those factors are perceived usefulness, ease of use, system quality, risk, security, information quality, service quality, user interface, and structural assurance.	Mobile commerce	Qualitative
Fu, Hong, Wang, & Fan, 2018	Effects of membership tier on user content generation behaviours: evidence from online reviews	The researchers collected data from famous eCommerce website and indicate that membership tier has a clear positive impact to review.	Online shopping	Qualitative
Hendrawan, Suryani, & Oktavia, 2017	Evaluation of ECommerce Product Reviews Based on Structural, Metadata, and Readability Characteristics	This paper talks about the importance of online review and presented a framework to evaluate review quality by structural, metadata, and readability of review.	eCommerce	Qualitative
Kolhar, 2018	ECommerce Review System to Detect False Reviews	The paper presents a framework to detect and delete malicious review rating by using the cumulative sum method.	ECommerce	Qualitative
Kostyk, Niculescu, & Leonhardt, 2017	Less is more: Online consumer ratings' format affects purchase intentions and processing	This research talks about the importance of an online review to eCommerce and presented the high purchase intention is a result of increased processing fluency.	ECommerce	Qualitative
Qiu, 2018	Impact of ECommerce evaluation authenticity on consumer purchase decision based on electroencephalogram test technology	The researcher presents the finding of consumers' information evaluation affects purchase intention. False reviews are far less impactive than real reviews.	ECommerce	Mixed
Thomas, Wirtz, &Weyerer 2019	Determinants of online review credibility and its impact on consumers' purchase intention	The finding of this research suggested that many factors significantly influence online review credibility, thus impact consumers' purchase intentions. The factors are the quantity of online review, peripheral cues, reviewer expertise, rating and website reputation.	Online review	Quantitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
Xu, Chen, & Santhanam, 2015	Will the video be the next generation of eCommerce product reviews? Presentation format and the role of product type	The research found that the online review format has an impact on consumers. E-retailers should put effort to manage the presentation of online reviews, therefore, to improve consumers perceptions.	Online review	Qualitative
Zhang, Zhao, Cheung, & Lee, 2014	Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model	The researchers found consumers' purchase intention can be significantly impacted by online review, as well as source credibility and perceived quantity of reviews.	Online review	Quantitative
Zheng, Zhu, & Lin, 2013	Capturing the essence of word-of-mouth for social commerce: Assessing the quality of online eCommerce reviews by a semi-supervised approach	This research presented that 1) social features of reviewers are important in the better result of classification reviews. 2) classified reviews could give different shopping habit consumers. 3) reviews are closely connected with the nature of products.	Online review	Qualitative
Zhou et al., 2018	Measuring Customer Agility from Online Reviews Using Big Data Text Analytics	By analyzing big data of online reviews, the study found reviews quantity has a curvilinear relationship with customer agility, which also has a similar relationship with product performance.	Online review, big data	Qualitative
Bauer & Jannach, 2018	Optimal pricing in eCommerce based on sparse and noisy data	In this paper, the researchers presented a new algorithmic framework to estimate the optimal price in eCommerce with sparse and noisy data.	ECommerce	Qualitative
Lim & Cham, 2015	A profile of the Internet shoppers: Evidence from nine countries	Base on previous research among six countries, this research extended to examine the profiles of e-shopper in the other three regions and find e-shoppers respond positively towards the motivational and attitude of online shopping.	e-shopper characteristics	Quantitative
Lo, Hsieh, & Chiu, 2014	Why expect lower prices online? Empirical examination in online and store-based retailers	a study shows that e-shoppers believe the costs for online retailers lower than physical retailers and cause consumers to have lower price expectations for same products online	Online retailers, price perception	Qualitative
Penttinen, Halme,	What Influences Choice of Business-to-	some researchers argue that in the business-to-business platform, large organizations concerned more about interoperability,	B2B platforms, choice problems	Quantitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
Lyytinen, & Myllynen, 2018	Business Connectivity Platforms?	scale and network effect rather than simply cost		
Wu, Li, Xu, 2014	A randomized pricing decision support system in electronic commerce	The researchers proposed a framework that can be used to investigate the randomized pricing strategy in electronic commerce.	eCommerce, pricing strategy	Qualitative
Wu, Chen, Chen, &Cheng, 2014	Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective	The study presents a framework to understand the impacts of values and cost factors on the repurchase intention.	Online shopping, perceived values	Quantitative
Chen, Wu, & Hsu, 2019	An effective pricing model for the congestion alleviation of eCommerce logistics	This paper shows that congestion surcharge could impact the behavior of the delivery company as well as consumers choice of delivery time. The researchers also proposed a model to determine the appropriate delivery fee to stakeholders.	ECommerce logistics,	Qualitative
Cihan, Krisztina, Akos, 2017	Try not to be late! - The importance of delivery service in online shopping	Delivery service and privacy policies are the most concern parts for consumers. The income level has no clear relation to customer satisfaction.	Online marketing, delivery service	Quantitative
Miyatake, Nemoto, Nakaharai, & Hayashi, 2016	Reduction in Consumers' Purchasing Cost by Online Shopping	The researchers' examine how delivery impact retailers' and consumers' cost. As a result, the paper presents that retailers should clearly identify delivery fees from the price of the products.	Online shopping, delivery time	Mixed
Kim, Dekker, & Heij, 2017	Cross-border electronic commerce: Distance effects and express delivery in European Union markets	The cross-border consumer is less sensitive to price compare with time. The willingness to pay for express delivery depends on income level. The result also shows it is necessary for e-suppliers design delivery service cleverly to attract online customers across the border.	Global eCommerce, cross-border demand	Quantitative
Kawa, 2017	Fulfilment service in eCommerce logistics	The researcher identifies the importance of increasing eCommerce logistics.	eCommerce, logistics	Qualitative
Sainathan, 2018	Customer Differentiation with Shipping as an Ancillary Service?	The paper exam the optimal delivery service with four practical scenarios and find that it quite depends on the capacity of the retailer and products type.	ECommerce, free delivery	Qualitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
	Free Service, Prioritization, and Strategic Delay			
Vakulenko, Shams, Hellström, & Hjort, 2019	Service innovation in eCommerce last-mile delivery: Mapping the e-customer journey	Service innovation increases consumer expectation and concern. Last-mile delivery is crucial for customers experience.	Last-mile delivery, eCommerce	Qualitative
Xu, Li, & Tang, 2019	Simulation Optimization of Discrete Logistics Processes: A Case Study on Logistics of an ECommerce Enterprise in Shanghai	To improve delivery service and reduce cost, e-retailers shall distribute warehouse reasonably. The article uses a case study of Shanghai logistical to propose a framework discretizing the logistic process and minimize the cost.	Online shopping, logistics	Qualitative
Zehir & Narcıkara, 2016	E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions	Per the survey conducted in Turkey to 645 customers, the researchers found there is a strong relationship between e-service quality and loyalty.	E-service quality, loyalty intention	quantitative
Ahmad, Rahman, & Khan, 2016	Consumer's Perception of Website Service Quality: An Empirical Study	Web layout, web info, customer service, fulfilment and privacy emerged are the critical parts for online service quality.	ECommerce, customer service	Quantitative
Aulkemeier, Schramm, Iacob, &Hillegersberg, 2016	A service-oriented eCommerce reference architecture	The paper proposed a reference model for service-oriented eCommerce architectures.	ECommerce, reference architecture	Qualitative
Jiang, Jiang, and Liu, 2011	Consumer perceptions of e-service convenience: An exploratory study	The researchers identified six major dimensions for e-service convenience. Besides, uncovered the challenges in e-service convenience by interviews with management.	Online shopping, e-service	Qualitative
Cataluna, Gaitan, & Correa, 2014	Exploring the influence of eWOM in buying behaviour	The main proposal of the research is to analyze the impact of eWOM and internet referral across different product types.	eWOM, buying behaviour	Qualitative
Heejae & Dahana, 2017	The Moderating Roles of Prior Attitude and Message Acceptance	The researchers tested the factors the affect consumers' brand choice decision	eWOM, prior attitude	Quantitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
	in Electronic Word of Mouth			
Li, Liang, Li 2017	Does friendship quality matter in social commerce? An experimental study of its effect on purchase intention	The research confirms that friendship quality has a positive impact on purchase intention	Social commerce, friendship quality	Qualitative
O'Reilly, MacMillan, Mumuni, & Lancendorfer, 2016	Extending Our Understanding of eWOM Impact: The Role of Source Credibility and Message Relevance	The research proves that source credibility, message relevance, usage similarity, and persona similarity within the eWOM communication impact consumers' purchase decision.	eCommerce, eWOM	Qualitative
Pascual-Miguel, Agudo-Peregrina, & Chaparro-Peláez, 2015	Influences of gender and product type on online purchasing	The study tests gender differences in online shopping behaviour. Male and female have different perceived risk and information channel.	eCommerce, gender difference	Quantitative
Lee, Cheng, & Shih, 2017	Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping	Product attributes, product involvement, world-of-mouth had positive benefits to customers' purchase intention.	Online shopping, product attribute	Quantitative
Zhou, Wang, Xu, Liu, & Gu, 2018	Perceived information transparency in B2C eCommerce: An empirical investigation	The researchers presented that information transparency could impact consumers' purchase intention positively	Information transparency, purchase intention	Quantitative
Ahmad, Rahman, & Khan, 2016	Consumer's Perception of Website Service Quality: An Empirical Study	The study explores that web layout, web info, customer service, fulfilment and privacy are critical factors which affecting online purchasing	Customer service, eCommerce	Quantitative
Du, Lu, Wu, Li, & Li, 2013	User acceptance of software as a service: Evidence from customers of China's leading eCommerce company, Alibaba	Base one survey conducted through Alibaba, The researchers suggested a model analyze the user acceptance of eCommerce	Software as a Service, e-service quality	Quantitative
Hasan, 2016	Perceived irritation in online shopping: The	This paper presents visual, navigational and informational of the website had a	Online shopping, website design	Qualitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
	impact of website design characteristics	significant effect on consumers' intention to purchase online		
Joshi & Achuthan, 2016	ECommerce Buying Behavior in India: The Role of Website Features in E-Loyalty	The research shows that usefulness and trust feature of an eCommerce website has a positive impact on online shopping.	ECommerce,	Qualitative
Lim, Heng, Ng, & Cheah, 2016	Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia	The study identified four significant factors affecting the consumer satisfaction on the website: usability, credibility, service quality and transaction costs.	Website satisfaction,	Quantitative
Lin, Goh, Heng, 2017	The Demand Effects of Product Recommendation Networks: an Empirical Analysis of Network Diversity and Stability	The paper presents increasing category diversity will increase demand. Stability of network can impact demands. Network diversity and stability are significantly impacted co-purchase network.	ECommerce, recommendation system	Qualitative
Maier, 2019	The Negative Effect of Product Image Inconsistency on Product Overviews During the Online Product Search	The study argues that the consistency of r products' category on the website can positively impact consumers' purchase intention	Online retail, product search	Qualitative
Ngwe, Ferreira, & Teixeira, 2019	The Impact of Increasing Search Frictions on Online Shopping Behavior: Evidence from a Field Experiment	The results show that increasing search frictions can be used as a tool to match price-sensitive and price-insensitive consumer with their prefer item.	ECommerce, price discrimination	Qualitative
Roy & Butaney, 2014	Customer's relative loyalty: An empirical examination	The paper presents and operationalizes the concept of customer relative royalty and analyzed a model of the relationships between perceived website quality, e-satisfaction and consumer's attitude toward websites.	Retail website quality, customer relative loyalty	qualitative
Sam & Chatwin, 2015	Online consumer decision-making styles for enhanced understanding of	The researchers developed an online consumer style inventory and measures consumers decision-making styles in Macau based on the weights of the corresponding inventory items.	Online consumer behaviour, online consumer style inventory	Quantitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
	Macau online consumer behaviour			
Umberto, 2015	Developing a price-sensitive recommender system to improve accuracy and business performance of eCommerce applications	This paper presented the main factors of designing price-sensitive recommendation engine and demonstrate the effect in the lab.	Recommender system, price sensitivity	Qualitative
Amirtha & Sivakumar, 2018	Does family life cycle stage influence e-shopping acceptance by Indian women? An examination using the technology acceptance model	The study found women in different family lifecycle has different intention to use e-shopping.	e-shopping, family lifecycle	Qualitative
Aziz, Mohamed, & Zakaria, 2015	Security, Risk and Trust Issues among Muslim Users for Online Businesses	The results of this study show that perceived security and privacy have a significant relationship with behavioural intention among Muslim users.	Muslim users, online shopping	Quantitative
Cutshall, Changchit, & Lee, 2014	Shopping Preference: A Comparative Study of American and Taiwanese Perceptions Online Shopping in the United States	The researcher examined five-factor of online shopping perception in the USA and Taiwan.	eCommerce, culture	Quantitative
Deufel, Kemper, &Brettel, 2019	Pay now or pay later: A cross-cultural perspective on online payments	The results of this study show that culture could explain the difference in e-Payment differences.	eCommerce, culture	Mixed
Kim, Urunov, & Kim, 2016	The Effects of National Culture Values on Consumer Acceptance of ECommerce: Online Shoppers in Russia	The researchers proposed a model to test acceptance of eCommerce which under the influence of culture dimensions in Russia	eCommerce, cultural dimension	Qualitative
Song et al., 2016	The Effects of Expectation Disconfirmations on Customer Outcomes in	The study shows that Chinese customer is more tolerant of e-service, but consumers in the US are more loyal and willing to generate eWOM.	eCommerce, eWOM, national culture	Quantitative

AUTHOR &Year	ARTICLE NAME	KEY FINDING	RESEARCH AREA	RESEARCH METHOD
	E-Markets: Impact of National Culture			
Smith et al., 2013	A cross-cultural examination of online shopping behaviour: A comparison of Norway, Germany, and the United States	This research examines the role of culture in influencing online shopping in Germany, Norway, and the USA.	Culture, commercial internet	Quantitative
Zaharia, & Enachescu, 2014	ECommerce by Individuals - A Statistical Analysis of Evolutions of Internet Purchases by Individuals in Some Former Communist States in 2007 - 2012 Period	In most former communist countries, online shopping intention is to meet or higher than EU averages.	Romania, eCommerce	Mixed
Zhang & Tsai, 2017	What Promotes Online Group-Buying? A Cross-Cultural Comparison Study between China and the United States	Perceived risk emerged as the most important predictor in the USA, while brand consciousness was the key driver of Chinese Consumers' purchase intention.	Culture, online shopping	Quantitative
Aulkemeier, Schramm, Iacob, & Hillegersberg, 2016	A service-oriented eCommerce reference architecture	The researchers derive a reference model for service-oriented eCommerce architecture	eCommerce, reference model	Qualitative
Jiang, Jiang, & Liu, 2011	Consumer perceptions of e-service convenience: An exploratory study	This research identified six major service convenience dimensions: search, access, possession, evaluation, transaction, and post-purchase satisfaction.	e-service, online shopping	Qualitative
Zehir & Narcıkara, 2016	E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions	According to the results of this study, there is a strong relationship between e-service quality and loyalty intention.	E-service quality, perceived value	Quantitative

2.3 Trust

Table 2.3 Theme article table: trust

Trust	A distributed security model for cloud computing *Ahmed, Litchfield, & Sharma, 2016*	The researchers present a distribution for cloud computing system.	Qualitative
	Impact of Human Factors in Cloud Data Breach *Ahmed, Kambam, Liu, & Uddin, 2020*	Data breach in major Cloud platforms results in concern. The research analysis the root cause for 20 cases.	Mixed
	Global Differences in Online Shopping Behavior: Understanding Factors Leading to Trust *Clemons et al., 2016*	They found reputation is very important while promise from retailers do not matter. The third-party guarantee does not matter in the US but relatively important in Germany, China, and Singapore.	Quantitative
	Privacy concerns and online purchasing behaviour: Towards an integrated model *Fortes & Rita, 2016*	The results proof intention of use eCommerce suffers the positive impact of perceived usefulness, behavioural control and attitude.	Quantitative
	Factors Influencing the Perception of Website Privacy Trustworthiness and Users' Purchasing Intentions: The Behavioral Economics Perspective *Frik & Mittone, 2019*	Identified the factors that influence consumers purchasing intention and their perceptions of the trustworthiness of eCommerce websites.	Quantitative
	A Model of Factors Influencing Consumer's Intention to Use E-payment System in Indonesia *Junadi & Sfenrianto, 2015;*	Through an online survey in Indonesia, the researchers propose that culture, security, performance and social influence could impact consumers' intention to use E-payment method.	Qualitative
	Understanding of antecedents to achieve customer trust and customer intention to purchase eCommerce in social media, an empirical assessment *Hariguna & Berlilana, 2017*	The result of this paper concluded that the quality of the system, information and service had a positive impact on consumers' trust and impact intention to purchase on social media.	Quantitative
	A meta-analysis of antecedents and consequences of trust in mobile commerce *Sarkar, Chauhan, & Khare*	After analyzed 118 related empirical studies, the paper indicated that several factors have a great relationship with trust in mobile commerce. Those factors are perceived usefulness, ease of use, system quality, risk, security, information quality, service quality, user interface, and structural assurance.	Qualitative

An E-business platform is a kind of Could Computing (CC). In CC, security plays an important role (Ahmed, Litchfield, & Sharma, 2016). Due to the complexity and nature of CC, it is easy to be

a target of the attack (Ahmed et al., 2016). In recent years, many serious security issues happened even among those famous IT organizations, which also includes many famous eCommerce platforms such as eBay (Ahmed, Kambam, Liu, & Uddin, 2020). Hence, the concern of CC security is growing among end-users including eCommerce, since the platform collects and stores a massive amount of personal data (Ahmed et al., 2020; Sarkar et al., 2020). However, consumers trust is one of the primary reasons for the success of e-retailer (Sarkar et al., 2020). Trust underlies the online shopping behaviour, therefore decided whether consumers use, or will use the service (Clemons et al., 2016; Sarkar et al., 2020). Many scholars have examined the relationship between trust and purchase intention online. The concern of security and privacy is the most important reason to stop European consumers from adopting ECommerce (Fortes & Rita, 2016). The similar result also found in Indonesia (Hariguna & Berlilana, 2017). Fortes and Rita (2016) did research among 900 online buyers in Portugal and found that privacy concern has an obvious negative impact on intention to buy online. As the fastest growing online market, the situation in China is different from the rest of the world. China has a problem with counterfeits, forgeries, and spoiled or defective items (Clemons et al., 2016). Through experimental conducted in Peking university, Clemon et al. (2016) found that third-party assurances have significant value in Chinese eCommerce platforms. The credible third assurances that Taobao offers is one of the reasons why Taobao had grown up rapidly in the past ten years (Clemons et al., 2016). As the result of an online survey conducted in the US, researchers found security, privacy and reputation of the online platform also have a strong effect on willing to purchase in the US (Frik & Mittone, 2019).

Electronic payment(e-payment) as one of the major facilitates of eCommerce also draw concern of consumers. E-payment is an online transaction conducted through internet by credit card, electronic wallet, electronic cash. (Junadi & Sfenrianto, 2015). According to Junadi et al. (2015), the concern of security has a negative impact on the intention to use e-payment. Therefore, impact the choice of eCommerce. After analysis of 118 related empirical studies, researchers also state that trust is significantly related to the relationship with user satisfaction followed by loyalty (Sarkar et al., 2020).

Another risk of eCommerce is consumers cannot physically touch the product (Sarkar et al., 2020) . That is one of the barriers to eCommerce. Consumers may buy something they dislike and stopped their intention to use eCommerce in future.

Therefore, risk is likely to affect consumer choice of eCommerce.

H1. Risk influence the choice of eCommerce

2.4 Review

Table 2.4 Theme article table: review

Review	Effects of membership tier on user content generation behaviours: evidence from online reviews Fu, Hong, Wang, & Fan, 2018	The researchers collected data from famous eCommerce website and indicate that membership tier has a clear positive impact to review.	Qualitative
	Evaluation of ECommerce Product Reviews Based on Structural, Metadata, and Readability Characteristics Hendrawan, Suryani, & Oktavia, 2017	This paper talked about the importance of online review and presented a framework to evaluate review quality by structural, metadata, and readability of review.	Qualitative
	ECommerce Review System to Detect False Reviews Kolhar, 2018	The paper presents a framework to detect and delete malicious review rating by using the cumulative sum method.	Qualitative
	Less is more: Online consumer ratings' format affects purchase intentions and processing Kostyk, Niculescu, & Leonhardt, 2017	This research talked about the importance of an online review to eCommerce and presented the high purchase intention is a result of increased processing fluency.	Qualitative
	Impact of ECommerce evaluation authenticity on consumer purchase decision based on electroencephalogram test technology Qiu, 2018	The researcher presents the finding of consumers' information evaluation has an effect on purchase intention. False reviews are far less impactive than real reviews.	Mixed
	Determinants of online review credibility and its impact on consumers' purchase intention Thomas, Wirtz, &Weyerer 2019	The finding of this research suggests that many factors influence online review credibility, thus impact consumers' purchase intentions. The factors are: quantity of online review, peripheral cues, reviewer expertise, rating and website reputation.	Quantitative
	Will the video be the next generation of eCommerce product reviews? Presentation format and the role of product type Xu, Chen, & Santhanam, 2015	The research found that the online review format has an impact on consumers. E-retailers should put effort to manage the presentation of online reviews, therefore, to improve consumers perceptions.	Qualitative
	Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model Zhang, Zhao, Cheung, & Lee, 2014	The researchers found consumers' purchase intention can be significantly impacted by online review, as well as source credibility and perceived quantity of reviews.	Quantitative
	Capturing the essence of word-of-mouth for social commerce: Assessing the quality of online eCommerce reviews by a semi-supervised approach Zheng, Zhu, & Lin, 2013	This research present that 1) social features of reviewers are important in the better result of classification reviews. 2) classified reviews could give different shopping habit consumers. 3) reviews are closely connected with the nature of products.	Qualitative
	Measuring Customer Agility from Online Reviews Using Big Data Text Analytics Zhou et al., 2018	By analyzing big data of online reviews, the study found reviews quantity has a curvilinear relationship with customer agility, which also has a similar relationship with product performance.	Qualitative

Consumers are unable to visualize the product information in a short time with facing endless products on eCommerce platforms (Poggi et al., 2014, as cited by Qiu, 2018). Thus, online reviews have become an important source of information that can help consumers to make the decision (K. Z. K. Zhang, Zhao, Cheung, & Lee, 2014). Nowadays, as online reviews provide great benefits to consumers, reviews is an important part to decide consumers' purchase intention (Hamby et al., 2015; Krishnamoorthy, 2015; Zhang et al., 2014; Zheng et al., 2013, as cited by Thomas et al., 2019). The online review has a powerful impact on consumers' tension to use eCommerce (Qiu, 2018; P. Xu, Chen, & Santhanam, 2015). Previous research shows that information delivered by other consumers is more persuasive than those created by retailers (Park et al., 2007; Plotkina and Munzel, 2016; Reimer and Benkenstein, 2016; as cited by Thomas et al., 2019). Customer reviews can be defined as third party evaluation by consumers regarding product and service (Hendrawan, Suryani, & Oktavia, 2017). Online review is a kind of electronic word of mouth (eWOM), has become increasingly popular among potential online customers (Thomas et al., 2019). The online review helps consumers share experience on both products and services despite the geographical desperation, helping them to achieve better decision (Thomas et al., 2019). Reviews usually show on the same page of product-specific information to offer people a reliable resource to evaluate the retailer. A potential consumer often searches and view several alternative products before purchase (Hendrawan et al., 2017). On average, 87% of customers will check around ten reviews before making a decision (Hendrawan et al., 2017). However, some low quality or one-sided reviews may mislead consumers. Furthermore, there is a spamming review problem in the eCommerce community (Zheng, Zhu, & Lin, 2013). As reviews play an important role in consumers' decision, it has become crucial for retailers too. Some e-retailers manipulate online reviews in order to influence consumers' purchase decision about their products or services (Chang et al., 2015; Dellarocas, 2006, as cited by Thomas et al., 2019). The review quality problem in eCommerce has drawn a certain level of research attention (Zheng et al., 2013). Credibility is the most important factor for eWOM (Baek et al. 2015, as cited by Thomas et al., 2019). Some researchers suggested a review system framework to detect and remove false reviews, therefore to improve review quality (Kolhar, 2018). Membership tier is a common method for retailers to enhance customer engagement. After analyzed the data from world-leading eCommerce platforms, the results shows that membership tier has a relatively positive effect on review quality (Fu, Hong, Wang, & Fan, 2018).

Reviews quantity is also another important factor for online reviews. According to Thomas, Wirtz, &Weyerer (2019), quantity has a significant impact on consumers' purchase intentions. After

analyzing over three million online reviews, a study found good product performance is one way to increase review volume (S. Zhou et al., 2018).

There are many scholars who present potential solutions for review quality problems. Some researchers argue that review formats matter more than quantity (Kostyk, Niculescu, & Leonhardt, 2017), as most of the time, consumers might not write words for reviews but just leave star rating (Hendrawan et al., 2017). After analysis of online reviews collected by a web spider tool, researchers found that the readability of reviews is most likely be helpful to consumers (Hendrawan et al., 2017). Xu, Chen, and Santhanam (2015) state that compared with text reviews, video format may present relatively more realistic and dynamic information to consumers. After conducting an experiment with 114 participants, they found video reviews have an obvious positive influence on customers compared with text reviews (P. Xu et al., 2015). Another solution to review quality problem is to give certain steps of evaluating reviewing to the public (Zheng et al., 2013).

Hence, it is reasonable to hypothesize that review impacts consumers acceptance on eCommerce.

H2. Reviews influence the choice of eCommerce

2.5 Cost

Table 2.5 Theme article table: cost

Cost	Optimal pricing in eCommerce based on sparse and noisy data Bauer & Jannach, 2018	In this paper, the researchers present a new algorithmic framework to estimate the optimal price in eCommerce with sparse and noisy data.	Qualitative
	A profile of the Internet shoppers: Evidence from nine countries Lim & Cham, 2015	Base on previous research among six countries, this research extends to examine the profiles of e-shopper in the other three regions and find e-shoppers respond positively towards the motivational and attitude of online shopping.	Quantitative
	Why expect lower prices online? Empirical examination in online and store-based retailers Lo, Hsieh, & Chiu, 2014	a study shows that e-shoppers believe the costs for online retailers lower than physical retailers and cause consumers to have lower price expectations for the same products online	Qualitative
	What Influences Choice of Business-to-Business Connectivity Platforms? Penttinen, Halme, Lyytinen, & Myllynen, 2018	some researchers argue that in the business-to-business platform, large organizations concerned more about interoperability, scale and network effect rather than simply cost	Quantitative
	A randomized pricing decision support system in electronic commerce Wu, Li, Xu, 2014	The researchers propose a framework that can be used to investigate the randomized pricing strategy in electronic commerce.	Qualitative

	Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective Wu, Chen, Chen, &Cheng, 2014	The study presents a framework to understand the impacts of values and cost factors on the repurchase intention.	Quantitative

Cost to shopping online has two main perspectives, price and searching cost. The competitive price and lower cost of searching on the Internet is one main reason for Internet shoppers to do online purchasing (Lim & Cham, 2015). Compared with traditional business, consumers can search for goods and compare prices more easily due to the lower barrier in an online context (Wu et al., 2014). Pricing is one of the important factors that affect consumers' intention to buy online (Lim & Cham, 2015). For online retailers, getting price right might be one of the ultimate keys to success (Wu, Li, & Xu, 2014). Hence, people who want to shop online are more likely to be well-informed and price-conscious (Lim & Cham, 2015). After a survey in Malaysia, Singapore and Taiwan, the research found lower search cost and online promotion impact consumer's willingness to purchase online (Lim & Cham, 2015). Moreover, a study shows that e-shoppers believe the costs for online retailers lower than physical retailers and cause consumers to have lower price expectations for same products online (Lo, Hsieh, & Chiu, 2014). As a result of simply reducing price, this might leads to the consequence of the lower quality of goods or service, which will impact the choice of eCommerce among potential online shoppers. Bauer and Jannach (2018) presented an optimal pricing algorithm and implemented in 28 categories in European eCommerce companies. The results show both revenue and profit improved significantly. In other words, a correct pricing strategy increases consumers' intention to choose eCommerce.

However, some researchers argue that in the business-to-business platform, large organizations concerned more about interoperability, scale and network effect rather than simply cost (Penttinen, Halme, Lyytinen, & Myllynen, 2018).

Base on the evidence from the above literature, the following hypothesis is proposed:

H3. Cost influences the choice of eCommerce

2.6 Delivery

Table 2.6 Theme article table: delivery

Delivery	An effective pricing model for the congestion alleviation of eCommerce logistics Chen, Wu, & Hsu, 2019	This paper shows that congestion surcharge could impact the behavior of the delivery company as well as consumers choice of delivery time. The researchers also proposed a model to determine the appropriate delivery fee to stakeholders.	Qualitative
	Try not to be late! - The importance of delivery service in online shopping Cihan, Krisztina, Akos, 2017	Delivery service and privacy policies are the most concern parts for consumers. The income level has no clear relation to customer satisfaction.	Quantitative
	Reduction in Consumers' Purchasing Cost by Online Shopping Miyatake, Nemoto, Nakaharai, & Hayashi, 2016	The researchers' exam how delivery impact retailers' and consumers' cost. As a result, the paper presents that retailers should clearly identify delivery fees from the price of the products.	Mixed
	Cross-border electronic commerce: Distance effects and express delivery in European union markets Kim, Dekker, & Heij, 2017	The cross-border consumer is less sensitive to price compare with time. The willingness to pay for express delivery depends on income level. The result also shows it is necessary for e-suppliers design delivery service cleverly to attract online customers across the border.	Qualitative
	Fulfilment service in eCommerce logistics Kawa, 2017	The researcher identifies the importance of increasing eCommerce logistics.	Qualitative
	Customer Differentiation with Shipping as an Ancillary Service? Free Service, Prioritization, and Strategic Delay Sainathan, 2018	The paper exam the optimal delivery service with four practical scenarios and find that it quite depends on the capacity of the retailer and products type.	Qualitative
	Service innovation in eCommerce last-mile delivery: Mapping the e-customer journey Vakulenko, Shams, Hellström, & Hjort, 2019	Service innovation increases consumer expectation and concern. Last-mile delivery is crucial for customers experience.	Qualitative
	Simulation Optimization of Discrete Logistics Processes: A Case Study on Logistics of an ECommerce Enterprise in Shanghai Xu, Li, & Tang, 2019	To improve delivery service and reduce cost, e-retailers shall distribute warehouse reasonably. The article uses a case study of Shanghai logistical to propose a framework discretizing the logistic process and minimize the cost.	Qualitative

Due to the nature of eCommerce, consumers are required to wait for a certain amount of time for delivery after payment. The performance of delivery is the key to decide the success of eCommerce

(Chen et al., 2019; Sainathan, 2018). Delivery time of goods is an important factor for satisfaction level of online consumers (Miyatake, Nemoto, Nakaharai, & Hayashi, 2016; Sainathan, 2018), as saving time is an essential part in our daily life in modern society (Cihan, Krisztina, & Akos, 2017). Especially at the promotion period when the parcel numbers usually hit the peak time of the whole year (Xu, Li, & Tang, 2019).Several years ago, fast delivery in eCommerce was a strong competitive advantage. Today, it has become a prerequisite (Kawa, 2017). Delivery cost is another important element. However, in a real scenario, delivery cost and delivery time have an inverse relationship. Nowadays, consumers are looking for more personalized service with flexible options for the time and place of delivery (M. C. Chen et al., 2019; Vakulenko, Shams, Hellström, & Hjort, 2019). News from worldwide shows that organizations testing new methods of delivery such as drones, parcel lockers, crowdsourced deliveries, and autonomous vehicle deliveries (Joerss, Schroder, Neuhaus, Klink, & Mann, 2016, as cited by Vakulenko et al., 2019). The delivery problem usually happens in last-mile since the distribution branches suddenly expanded multiple (Vakulenko et al., 2019). According to the research of Vakulenko (2019), customers expressed that delivery service, including last-mile delivery, is a crucial element of their eCommerce experience and potential to repurchase. Some researchers suggest that a separate delivery charge from the price of items offers consumers various options for delivery, which is important (M. C. Chen et al., 2019; Miyatake et al., 2016).

E-business lowers the barrier for cross-border consumers by offer websites in their own language to expand their business opportunities (Kim, Dekker, & Heij, 2017), for example, Amazon, LookFantastic have their website in simplified Chinese. Through the research of 721 regions in the European Union, both delivery price and delivery time are essential for cross-border eCommerce consumers (Kim et al., 2017). Unlike rest of the work, the last mile delivery usually requires delivery staffs contact with the consumers in China. Therefore, the attitude of delivery staff directly affects the consumers' shopping experience.

Therefore, delivery cost and delivery time effect decision for consumers to choose of eCommerce.

H4. Delivery influences the choice of eCommerce

2.7 Information Channel

Table 2.7 Theme article table: information channel

Information channel	Exploring the influence of eWOM in buying behaviour Cataluna, Gaitan, & Correa, 2014	The main proposal of the research is to analyze the influence of eWOM and internet referral across different product types.	Qualitative
	A Model of Factors Influencing Consumer's Intention to Use E-payment System in Indonesia Junadi & Sfenrianto, 2015	The researcher proposed a research model to investigate factors that influence the consumer's intention to use e-Payment in Indonesia.	Qualitative
	The Moderating Roles of Prior Attitude and Message Acceptance in Electronic Word of Mouth Heejae & Dahana, 2017	The researchers tested the factors the affect consumers' brand choice decision	Quantitative
	Does friendship quality matter in social commerce? An experimental study of its effect on purchase intention Li, Liang, Li 2017	The research confirms that friendship quality has a positive effect on purchase intention	Qualitative
	Extending Our Understanding of eWOM Impact: The Role of Source Credibility and Message Relevance O'Reilly, MacMillan, Mumuni, & Lancendorfer, 2016	The research proves that source credibility, message relevance, usage similarity, and persona similarity within the eWOM communication impact consumers' purchase decision.	Qualitative
	Influences of gender and product type on online purchasing Pascual-Miguel, Agudo-Peregrina, & Chaparro-Peláez, 2015	The study tests gender differences in online shopping behaviour. Male and female have different perceived risk and information channel.	Quantitative
	Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping Lee, Cheng, & Shih, 2017	Product attributes, product involvement, world-of-mouth had positive benefits to customers' purchase intention.	Quantitative
	Perceived information transparency in B2C eCommerce: An empirical investigation Zhou, Wang, Xu, Liu, & Gu, 2018	The researchers presented that information transparency could impact consumers' purchase intention positively	Quantitative

Not enough reliable information might be the reason for consumers feel hesitate to shop online (Zhou, Wang, Xu, Liu, & Gu, 2018). In eCommerce, the reputation of the seller becomes a very important factor (Junadi & Sfenrianto, 2015). Sellers put effort into presenting consumers a good image and offer adequate information. However, the information from sellers might not be fully trustworthy for consumers (O'Reilly, MacMillan, Mumuni, & Lancendorfer, 2016; Zhou et al., 2018).

Human is social animals, and group activities could influence individual behaviors, including purchase behavior (Cataluna, Gaitan, & Correa, 2014). Social influence is the perceived influence

of families, couples, friends and organization (Junadi & Sfenrianto, 2015). Researchers found friendship quality can impact purchase intention positively (Li, Liang, & Li, 2018). Junadi and Sfenrianto (2015) state that social influence has an influence on the choice of eCommerce. ECommerce environment changed consumers' method for search goods (Xu et al., 2015). Nowadays, consumers can easily get information from social media, which is a kind of eWOM (Heejae & Dahana, 2017).

According to Junadi, and Sfenrianto (2015), social media can affect the willingness of consumers to shop online in Indonesia. After researching in Taiwan and mainland China, Lee, Cheng, and Shih (2017) found that social media could have an affirmative impact on purchase willingness. A similar result was also found in Spain after analyzing the data from 817 responses to an online questionnaire, but the results showed that social media impacts female more (Pascual-Miguel, Agudo-Peregrina, & Chaparro-Peláez, 2015). Some researchers found young people is more impacted by social media (Cataluna et al., 2014).

According to the above literature, the researcher proposes the following hypothesis:

H5. Information channel influences the choice of eCommerceUn

2.8 Website

Table 2.8 Theme article table: website

Website	Consumer's Perception of Website Service Quality: An Empirical Study Ahmad, Rahman, & Khan, 2016	The study explores that web layout, web info, customer service, fulfillment and privacy are critical factors which affecting online purchasing	Quantitative
	User acceptance of software as a service: Evidence from customers of China's leading eCommerce company, Alibaba Du, Lu, Wu, Li, & Li, 2013	Base one of the surveys conducted through Alibaba, the researchers suggested a model analyze the user acceptance of SaaS.	Quantitative
	Perceived irritation in online shopping: The impact of website design characteristics Hasan, 2016	This paper presents visual, navigational and informational of the website had a significant effect on consumers' intention to purchase online	Qualitative
	ECommerce Buying Behavior in India: The Role of Website Features in E-Loyalty Joshi & Achuthan, 2016	The research shows that usefulness and trust feature of an eCommerce website has a positive impact on online shopping.	Qualitative
	Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia Lim, Heng, Ng, & Cheah, 2016	The study identified four significant factors affecting the consumer satisfaction on the website: usability, credibility, service quality and transaction costs.	Quantitative

	The Demand Effects of Product Recommendation Networks : an Empirical Analysis of Network Diversity and Stability Lin, Goh, Heng, 2017	The paper presents increasing category diversity will increase demand. Stability of network can impact demands. Network diversity and stability are significantly impacted co-purchase network.	Qualitative
	The Negative Effect of Product Image Inconsistency on Product Overviews During the Online Product Search Maier, 2019	The study argues that the consistency of r products' category on the website can positively impact consumers' purchase intention	Qualitative
	The Impact of Increasing Search Frictions on Online Shopping Behavior: Evidence from a Field Experiment Ngwe, Ferreira, & Teixeira, 2019	The results show that increasing search frictions can be used as a tool to match price-sensitive and price-insensitive consumer with their prefer item.	Qualitative
	Customer's relative loyalty: An empirical examination Roy & Butaney, 2014	The paper presents and operationalizes the concept of customer relative royalty and analyzed model of the relationships between perceived website quality, e-satisfaction and consumer's attitude toward websites.	qualitative
	Online consumer decision-making styles for enhanced understanding of Macau online consumer behavior Sam & Chatwin, 2015	The researchers developed an online consumer style inventory and measures consumers decision-making styles in Macau based on the weights of the corresponding inventory items.	Quantitative
	Developing a price-sensitive recommender system to improve accuracy and business performance of eCommerce applications Umberto, 2015	This paper presented main factors of designing price-sensitive recommendation engine and demonstrate the effect in the lab.	Qualitative

ECommerce basically is a delivery service via a software platform (Du, Lu, Wu, Li, & Li, 2013). Possessing a well-managed website for consumers is critical for eCommerce, as high-quality website increase consumers' loyalty (Joshi & Achuthan, 2016; Roy & Butaney, 2014). According to Sam and (2015), website content and interface are the factors that impact consumers online decision in Macau. A key point for an eCommerce website is the ease to use and fast response time. Reliability is another important factor. Reliability is the ability of the "service provider to deliver accurate and consistent service" (Santos, 2003; as cited by Du et al., 2013). Users are less likely to accept an unexpected breakdown of a website service (Du et al., 2013). Du, Lu and Wu et al. (2013) present that responsiveness, reliability, and ease of use have a positive impact on the choice of eCommerce platform after analyzing data from 1532 respondents in China (Du et al., 2013). Visual, navigation and information of eCommerce website are all affect perceived irritation in online shopping (Hasan, 2016; Lim, Heng, Ng, & Cheah, 2016). Recommender systems are widely used by online retailers (Umberto, 2015), diversity and stability of the recommending system are significantly important to increase consumers' demands (Lin, Goh, Heng, 2017). How to match price-sensitive consumers with high discounted items from countless similar products is also a key for recommending system (Ngwe, Ferreira, & Teixeira, 2019). Some researchers pointed out that

the eCommerce website must be easy to surf. Furthermore, it should be entertaining enough to catch consumers' attention. The layout should not be complex (Ahmad, Rahman, & Khan, 2016). According to Maier (2019), category consistency on the website is also important.

Therefore, the website has a significant impact on people's choice of eCommerce. According to Sam and Chatwin (2015), website content and interface are the factors that impact consumers online decision in Macau.

H6. Website influences the choice of eCommerce

2.9 Culture

Table 2.9 Theme article table: culture

Culture	Does family life cycle stage influence e-shopping acceptance by Indian women? An examination using the technology acceptance model Amirtha & Sivakumar, 2018	The study found women in different family lifecycle has different intention to use e-shopping.	Qualitative
	Security, Risk and Trust Issues among Muslim Users for Online Businesses Aziz, Mohamed, & Zakaria, 2015	The results of this study show that perceived security and privacy have a significant relationship with behavioural intention among Muslim users.	Quantitative
	Shopping Preference: A Comparative Study of American and Taiwanese Perceptions Online Shopping in the United States Cutshall, Changchit, & Lee, 2014	The researcher examined five factors of online shopping perception in the USA and Taiwan.	Quantitative
	Pay now or pay later: A cross-cultural perspective on online payments Deufel, Kemper, &Brettel, 2019	The results of this study show that culture could explain the difference in e-Payment differences.	Mixed
	A Model of Factors Influencing Consumer's Intention to Use E-payment System in Indonesia Junadi & Sfenrianto, 2015	The researcher proposed a research model to investigate factors that influence the consumer's intention to use e-Payment in Indonesia.	Quantitative
	The Effects of National Culture Values on Consumer Acceptance of ECommerce: Online Shoppers in Russia Kim, Urunov, & Kim, 2016	The researchers proposed a model to test acceptance of eCommerce which under the influence of cultural dimensions in Russia	Qualitative
	The Effects of Expectation Disconfirmations on Customer Outcomes in E-Markets: Impact of National Culture Song et al., 2016	The study shows that Chinese customer is more tolerant of e-service, but consumers in the US are more loyal and willing to generate eWOM.	Quantitative

	Cross-cultural examination of online shopping behavior: A comparison of Norway, Germany, and the United States Smith et al., 2013	This research examines the role of culture in influencing online shopping in Germany, Norway, and the USA.	Quantitative
	ECommerce by Individuals - A Statistical Analysis of Evolutions of Internet Purchases by Individuals in Some Former Communist States in 2007 - 2012 Period Zaharia, & Enachescu, 2014	In most former communist countries, the online shopping intention is to meet or higher than EU averages.	Mixed
	What Promotes Online Group-Buying? A Cross-Cultural Comparison Study between China and the United States Zhang & Tsai, 2017	Perceived risk emerged as the most important predictor in the USA, while brand consciousness was the key driver of Chinese Consumers' purchase intention.	Quantitative

Culture has long been considered as an important element shaping customers behaviour in shopping (Gong, 2009, as cited by Cutshall, Changchit, & Lee, 2014). Culture might be a difficult concept to define. According to Hofsted's definition, culture is "the collective programming of the mind which distinguishes the members of one group from another" (Hofsted, 1984, as cited by Cutshall et al., 2014). Hence, the level of education and experience of technology is part of the culture, which is very important in the adoption of new things (Junadi & Sfenrianto, 2015). The culture between the two regions might be very different. However, due to the development of transportation, culture could not be simply defined by geography anymore. The phenomenon is very obviously in Shenzhen (China) as most of the population are from all over China. In modern culture diversity society, e-retailers need to devise their strategies that achieve advantages (Song et al., 2016). According to Junadi and Sfenrianto (2015), cultural consistently affect many things to people such as knowledge of IT, the Internet and mobile phones. Thus, impacting the choice of eCommerce. This draws a lot of attention from the eCommerce community as well as academia. Per the research conducted in Norway, Germany and the United States, the result shows consumers' acceptance varies in different cultures (Smith et al., 2013). According to Aziz, Mohamed and Zaharia (2015), Muslim users are attracted to using eCommerce as the quality of security for users is perceived to be high (Aziz, Mohamed, & Zakaria, 2015). However, in Russia, cultural aspects of masculinity, femininity, individualism, collectivism, power distance, and uncertainty avoidance all have an impact on the choice of eCommerce (Kim, Urunov, & Kim, 2016). Per the online survey conducted in China and the US, the researchers pointed out China consumers' are impacted by brand conscious more than American (Zhang & Tsai, 2017). According to the research among eastern Europe states, the most age group sample has the lowest acceptance of eCommerce (Zaharia & Enachescu, 2014). Similarly, Indian woman shows a different tendency to use eCommerce in

different age group (Amirtha & Sivakumar, 2018). Deufel, Kemper, &Brettel (2019) present that culture is the most important factor that explains different payment preference for online shopping.

H7. Culture influences the choice of eCommerce

2.10 Service

Table 2.10 Theme article table: service

Service	Consumer's Perception of Website Service Quality: An Empirical Study Ahmad, Rahman, & Khan, 2016	The study explores that web layout, web info, customer service, fulfilment and privacy are critical factors which affecting online purchasing	Quantitative
	A service-oriented eCommerce reference architecture Aulkemeier, Schramm, Iacob, & Hillegersberg, 2016	The researchers derive a reference model for service-oriented eCommerce architecture	Qualitative
	Consumer perceptions of e-service convenience: An exploratory study Jiang, Jiang, & Liu, 2011	This research identified six major service convenience dimensions: search, access, possession, evaluation, transaction, and post-purchase convenience.	Qualitative
	What Influences Choice of Business-to-Business Connectivity Platforms? Penttinen, Halme, Lyytinen, & Myllynen, 2018	some researchers argue that in the business-to-business platform, large organizations concerned more about interoperability, scale and network effect rather than simply cost	Quantitative
	E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions Zehir & Narcıkara, 2016	According to the results of this study, there is a strong relationship between e-service quality and loyalty intention.	Quantitative

Service is an essential component of any business (Zehir & Narcıkara, 2016), as convenience is one of the critical motivation for consumers to choose eCommerce (Jiang, Jiang, & Liu, 2011). Convenience is a kind of help that consumers spend less time shopping (Jiang et al., 2011). Due to the nature of the online business, most of the service is delivered online (Tan, Benbasat, & Cenfetelli, 2016). Service can increase consumers loyalty and retention (Parasuraman et al. 2005, as cited by Zehir & Narcikara 2016). Hence, it is essential for e-retailers to have a clear understanding of the importance of service in order to extract customer or improve consumers loyalty (Jiang et al., 2011). As Zehir and Narcikar (2016) state e-service quality has a strong relationship with loyalty intention. Furthermore, Jiang, Jiang, and Liu (2011) state that e-retailers should pay more attention to of e-service convenience (Jiang et al., 2011). According to the research conducted in India, the result shows that consumers have the expectation of getting a quick response to their queries

(Ahmad et al., 2016). In Finland, big organizations prefer service more than the cost in a business-to-business platform (Penttinen et al., 2018)

Some researchers pointed out that as users shift from a web application to fully-functioning mobile applications, the change of e-service is crucial to retailers (Aulkemeier, Schramm, Iacob, & van Hillegersberg, 2016).

H8. Service influences the choice of eCommerce

2.11 Conclusion

Through the PRISMA literature review on 61 previous articles, it is found that there are some factors that influence consumers' choice. Hence, the research presents eight influential factors and relevant hypothesis. The next chapter is 3, where research methodology, hypothesis, research questions and design of the research are discussed.

3. METHODOLOGY

3.1 Introduction

This chapter presents the design of the research. The discussion illustrates the overall research design as well as the research methodology, followed by analysis. The research question and hypothesis are outlined in section 3.2. Section 3.3 introduces research design where is the description of the theoretical framework and how the variables groups and connect with others. Section 3.4 discussed the research instrument. Sample method is presented in section 3.5. Data collection method, primary data description, data analysis method is illustrated in section 3.6, section 3.7, section 3.8, respectively. The limitation of the research methodology is discussed in section 3.9. Section 3.10 of this chapter presents the conclusion.

3.2 Research Questions and Hypotheses

The selection of research design is based on a philosophy worldview. According to Creswell (2014), there are four philosophy worldviews for research. The researcher chose post-positivism for this research.

Postpositivism	Constructivism
• Determination • Reductionism • Empirical observation and measurement • Theory verification	• Understanding • Multiple participant meanings • Social and historical construction • Theory generation
Transformative	**Pragmatism**
• Political • Power and justice oriented • Collaborative • Change-oriented	• Consequences of actions • Problem-centered • Pluralistic • Real-world practice oriented

Figure 3.1 Philosophy worldview (Research Design, Creswell 2014)

Base on a post-positivism worldview, the researcher decided to use a quantitative approach for this research.

The objective of the research is to find out the influential factors for consumers' choice of eCommerce. Although there are some scholars to investigate the factors that impact consumers intention to use eCommerce, not much research specific on Shenzhen city has been conducted.

This research is primarily aimed at investigating the factors that influence consumers in Shenzhen city to choose eCommerce.

The main research question aimed at addressing the purpose of this research is:

What are the factors that influence consumers to choose eCommerce in Shenzhen (China)?

As mentioned in Chapter 2, the hypotheses are:

H1. Trust influence the choice of eCommerce

H2. Reviews influence the choice of eCommerce

H3. Cost influences the choice of eCommerce

H4. Delivery influences the choice of eCommerce

H5. Information channel influences the choice of eCommerce

H6. Website influences the choice of eCommerce

H7. Culture influences the choice of eCommerce

H8. Service influences the choice of eCommerce

According to the above hypotheses and quantitative approach. The researcher generated the following sub-research questions:

RQ 1. Does trust influence consumers choice of eCommerce?

RQ 2. Does review influence consumers choice of eCommerce?

RQ 3. Does cost influence consumers choice of eCommerce?

RQ 4. Does delivery influence consumers choice of eCommerce?

RQ 5. Does information channel influence consumers choice of eCommerce?

RQ 6. Does the website influence consumers choice of eCommerce?

RQ 7. Does culture influence consumers choice of eCommerce?

RQ 8. Does service influence consumers choice of eCommerce?

3.3 Research Design

There are 8 hypothesizes and 8 close-end research questions. The theoretical framework for this research is modified SERVQUAL.

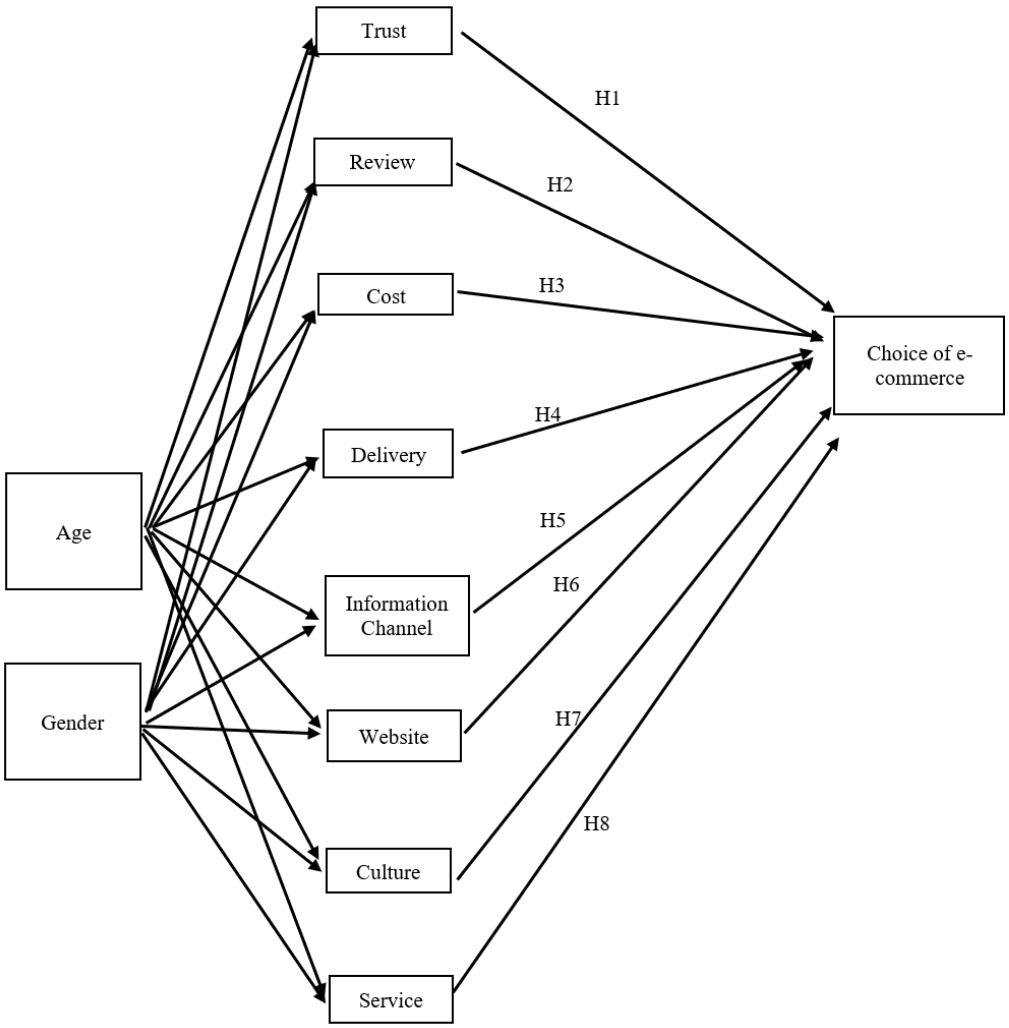


Figure 3.2 A modified SERVQUAL model (researcher's own work)

By using the modified SERVQUAL theoretical framework, Figure 3.3 provided below presents the links between the finding from the LR, the hypothesis, RQs, and the main research question.

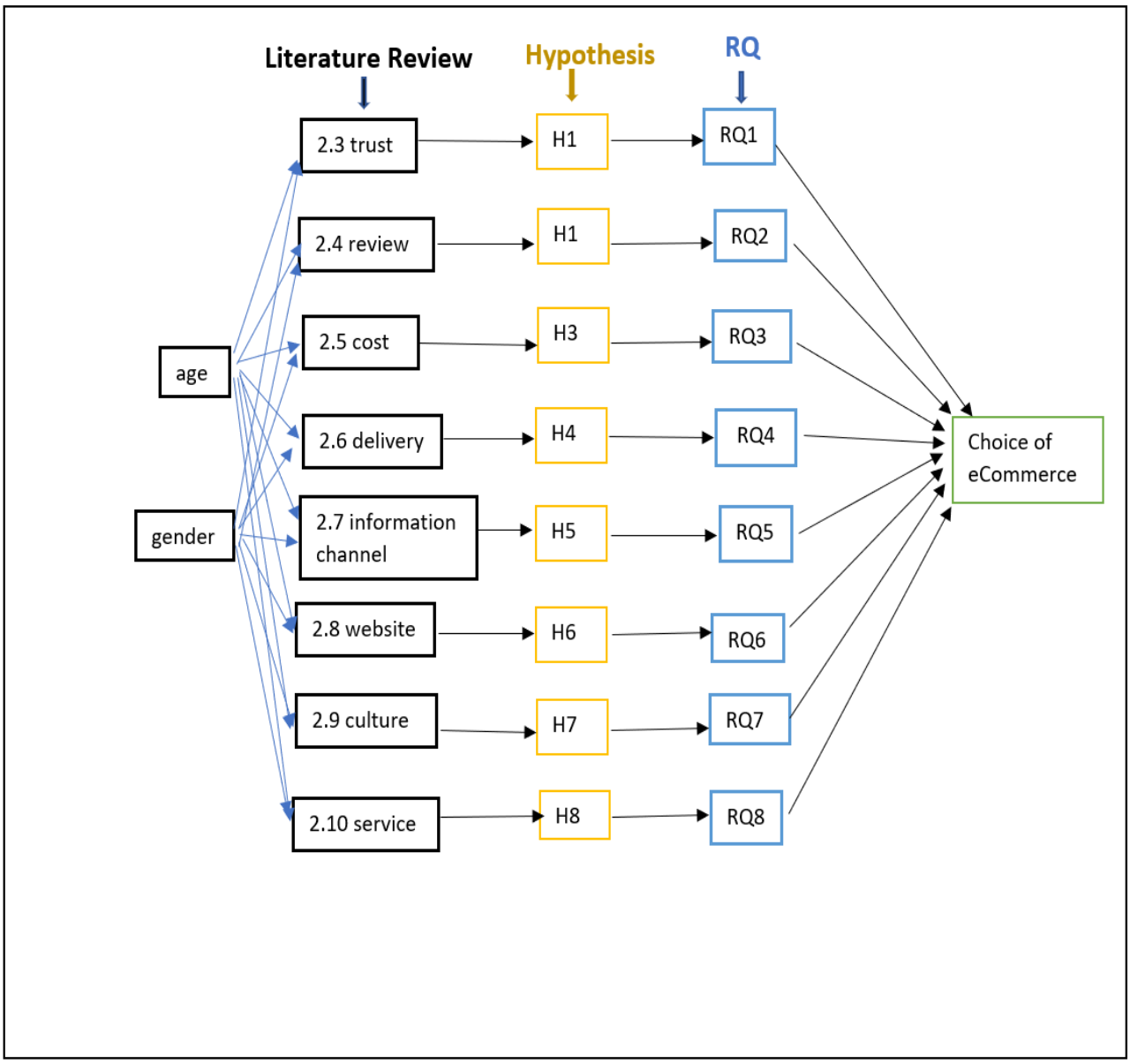


Figure 3.3 Connection of variables, LR, hypothesis, and research questions with the modified SERVQUAL.

The researcher used the online survey approach to get data. The survey has 21 questions. The relation between survey questions, research sub-questions, hypothesis, and literature review are as follow the table.

Table 3.1 Linking hypothesis and main research question with the literature review and survey questions

	Literature Review	Hypothesis	Sub-research Questions	Survey Question
Main Research Question	**2.3**	H1	R1	S1,2,3,4,5
	2.4	H2	R2	S1,2,6,7
	2.5	H3	R3	S1,2,8,9
	2.6	H4	R4	S1,2,10,11,12
	2.7	H5	R5	S1,2,13,14,15
	2.8	H6	R6	S1,2,16,17
	2.9	H7	R7	S1,2,18,19
	2.10	H8	R8	S1,2,20,21

3.4 Instrument

Due to the limitation of time and funds, the researcher chose social media online survey tool, WeChat survey, as the data collecting instrument. WeChat is the most popular social media in China, which is developed by Tencent in Shenzhen in 1998 (Tencent About, n.d.). WeChat has become the top mobile app by monthly active users in China (China Internet Watch, n.d.). Every month, there are about 1 billion active users in it, over 45 billion messages and 410 million audio and video calls have been sent every day. Hence, Unlike Facebook, which is open-end social media, WeChat is a kind of close-end social medial. Hence, it is very common for Chinese using WeChat group in working or life scenario. Hence, WeChat survey tool might be the most efficient way to reach enough sample who have experience with eCommerce in Shenzhen city (China).

3.5 Sample Method

Sampling is necessary to conduct this research. The population is Shenzhen City is 13 million, according to Shenzhen city council website (‘Shenzhen Government Online’, n.d.). Due to the incredible growth of eCommerce in China, it is reasonable to consider participants who have a smartphone to get access to social media has heard about eCommerce before. Convenience

sampling was adopted to collect the responses. Convenience sampling is a type of nonprobability sampling method for this research. The sampling unit of this research is a Shenzhen citizen whose age is between 18-60 years old in his/her independent condition who have heard about eCommerce before. The sample size would be 600, according to surveysystem.com.

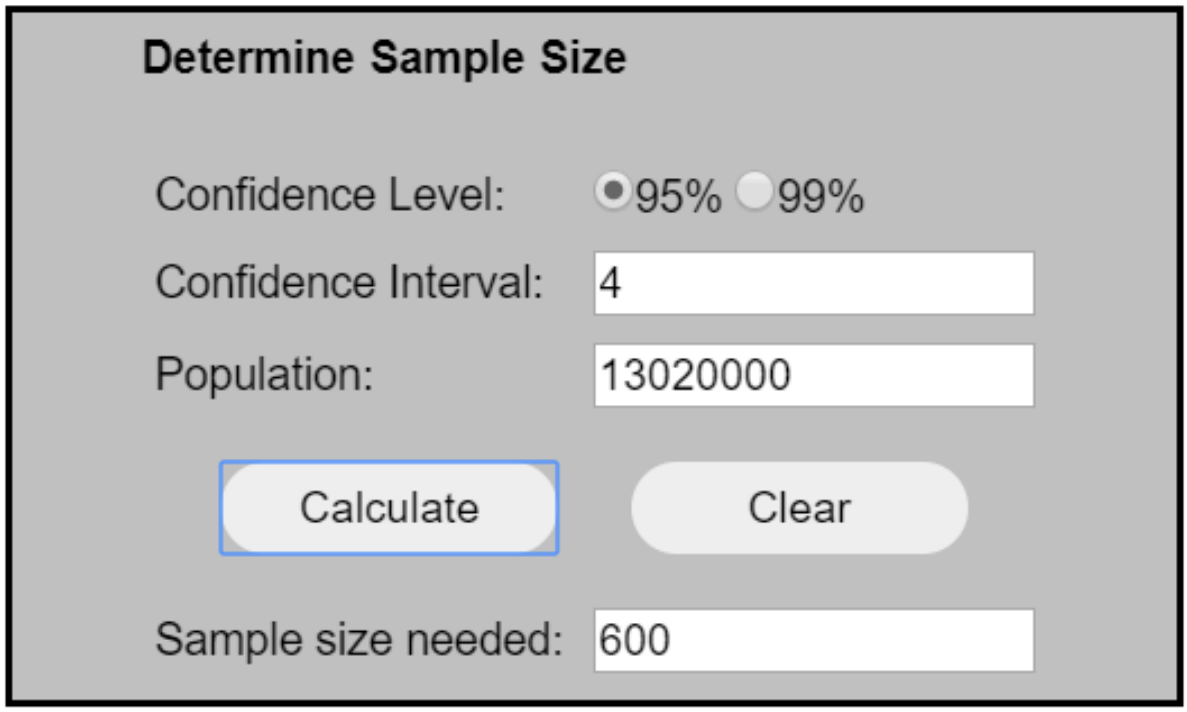


Figure 3.4 Sample size determination for the survey

(Source: https://www.surveysystem.com/sscalc.htm)

The data of response has been calculated by the online survey tool automatically. The researcher ended the survey after the number of respondents achieved 655.

3.6 Data Collection Method

The researcher used social media online survey tool and gather data through a statistically significant survey. As the survey would be conducted in China, the researcher created a questionnaire base on literature review both in English and Chinese for ethic approval. After received approval, the research created a survey questionnaire in WeChat following the Chinese version, which has been approved before. The researcher had pretested the survey among seven friends, tested the process, collected advice. Then, the questionnaire link has been sent to and spread via friends, ex-coworkers, and families. The tool used in this survey is a find-point Likert

scale, with scale score ranging from 1 (very likely) to 5 (very unlikely). Please see the survey questionnaire in Appendix A.

The survey started on 5th March, ended on 10th March. After the survey stopped on 10th March, the researcher checked the data at the backend of the survey tool to make sure all data is valid. The data has been exported to computer hard disk in SPSS format.

3.7 Primary Data Description

A total of 655 participants were collected during the five-days' time-period through WeChat survey tool. In this survey, 1137 participants opened the survey questionnaire, 655 participants finished all questions. Hence, 655 surveys were considered for final analysis. The average time to finish a survey is 4 minutes. 91percent of participants finished their survey via a mobile device. Others used computers.

3.8 Data Analysis Method

To get a systematic understanding of responses in quantitative form, the researcher followed below steps for data analysis.

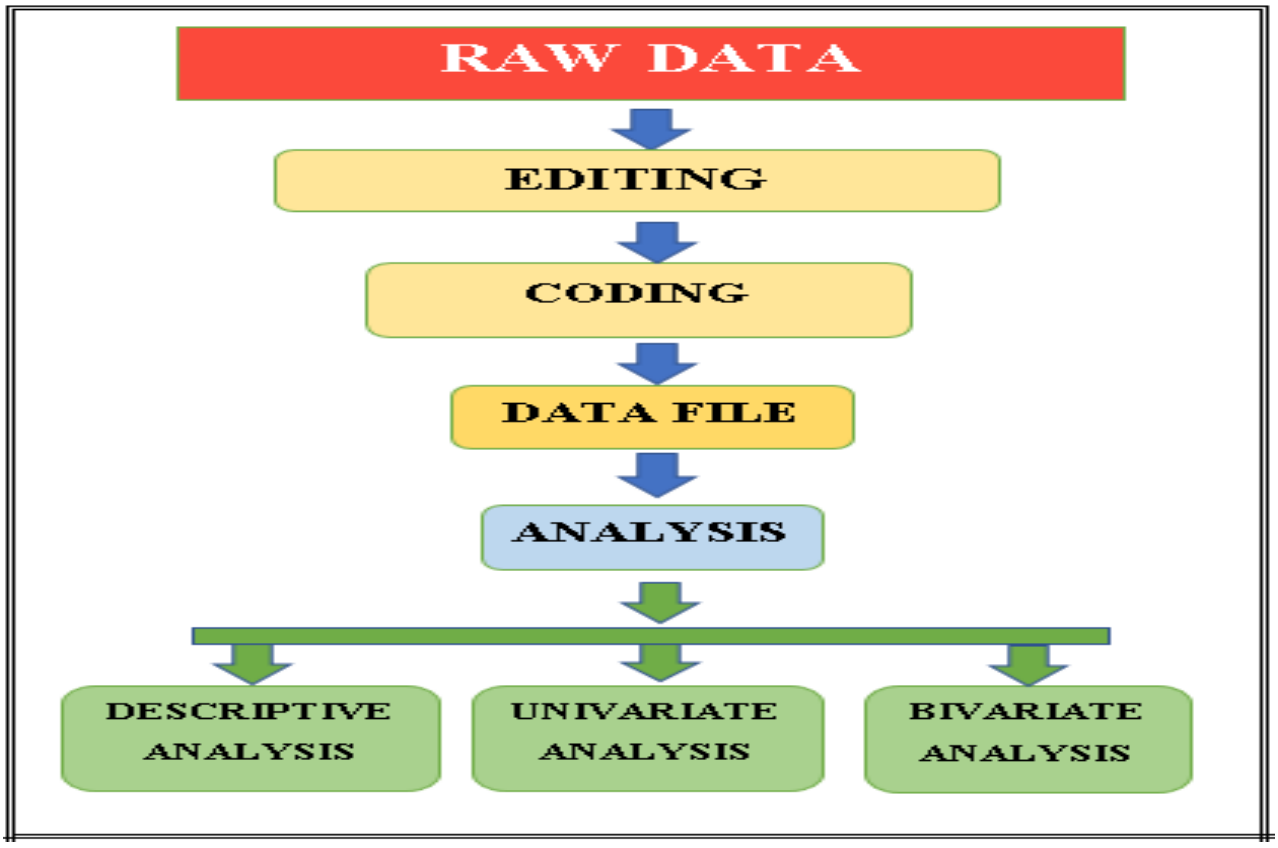


Figure 3.5 Overview of Analysis Method (Zikmund et al. 2013)

3.8.1 Raw Data

The raw data was input into the computer from the backend of survey tool in SPSS format. As all 21 survey questions are mandatory, all 655 responses were valid.

3.8.2 Editing

Editing data was performed to reduce unnecessary information. Two columns were deleted, those are answering location and answering time.

3.8.3 Coding

Coding was the third step to be done in order to make the data more software friendly. The researcher input data into SPSS software. In the variable view, the researcher used numeric codes which can make the analysis result be presented in a clearer way. The data coding process is presented below:

Table 3.2 SQ1 Coding

Age	Codes
18-20 years	1
21-25 years	2
26-30 years	3
31-40 years	4
41-60 years	5

Table 3.3 SQ2 Coding

Gender	Codes
Female	1
Male	2
Others	3
Don't	4

Table 3.4 SQ3-SQ21 Coding

Answer	Codes
Very likely	1
Likely	2
Neutral	3

Unlikely	4
Very unlikely	5

The researcher also coded the label column in variable view in SPSS. A few words of summary has been added after survey questions number for the convenience of reading tables and figures, which are presented in Chapter 4.

Table 3.5 Survey question number and label

Survey question No.	Label in "viariable view" in SPSS
SQ1	Age
SQ2	Gender
SQ3	SQ3 Trust: personal information
SQ4	SQ4 Trust: bank information
SQ5	SQ5 Trust: physical touch
SQ6	SQ6 Review: quantity
SQ7	SQ7 Review: quality
SQ8	SQ8 Cost: price
SQ9	SQ9 Cost: search time
SQ10	SQ10 Delivery: time
SQ11	SQ11 Delivery: fee
SQ12	SQ12 Delivery: delivery staff attitude
SQ13	SQ13 Information Channel: family
SQ14	SQ14 Information Channel: friends
SQ15	SQ15 Information Channel: social media
SQ16	SQ16 Website: ease of use
SQ17	SQ17 Website: reliability
SQ18	SQ18 Culture: religion
SQ19	SQ19 Culture: education level
SQ20	SQ20 Service: pre-sale service
SQ21	SQ21 Service: after-sales service

3.8.4 Cronbach's alpha

Cronbach's alpha is a popular method to measure the reliability of the survey questions (Christmann & Van Aelst, 2006). The value of alpha is theoretically ranging from 0 to 1 (Leontitsis & Pagge,

2007). Usually, for the result above 0.70 would be considered that the items have relatively high internal consistency (UCLA, 2016).

3.8.5 Descriptive Analysis

Descriptive analysis is the fourth step in the data analysis method. Data was collected in tabulation form, which helps in answering the frequently each response occurs (Zikmund et al., 2013). The data for this analysis using Bar-Charts. The results of the descriptive analysis are presented in Chapter 4. Through descriptive analysis, inferences about the characteristic of the interest of the samples could be present (Zikmund et al., 2013).

3.8.6 Univariate Analysis: Chi-square

Chi-square test is the test for independence to categorical variables (Zikmund et al., 2013). Hence, the researcher used the Chi-square test for univariate analysis. In this survey, all questions used ordinal variable. Among them, SQ1 age and SQ2 gender are moderating variables, SQ3-SQ21 are dependent variables. The Chi-square can help in finding out the relationship between those two categories. The researcher imported the survey data to SPSS to find out the relationship between moderating variables and survey questions individually. The hypothesis for each test was established.

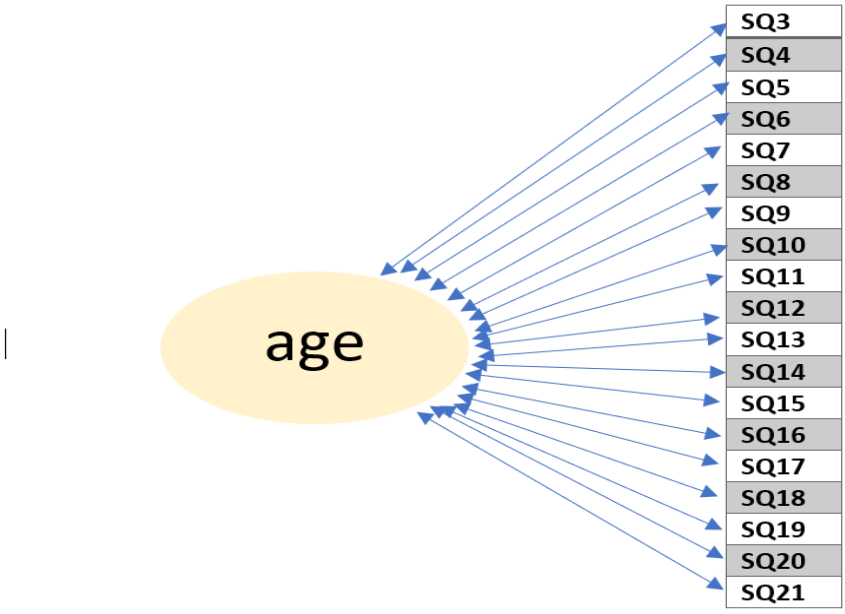


Figure 3.6 Chi-square category variables: age and other survey questions

Table 3.6 Age*Main survey questions Chi-square test hypothesis

Independent variable	Main survey questions	Hypothesis
Age	SQ3	H_0: There is no relationship between age and SQ3 H_1: There is a relationship between age and SQ3
	SQ4	H_0: There is no relationship between age and SQ4 H_1: There is a relationship between age and SQ4
	SQ5	H_0: There is no relationship between age and SQ5 H_1: There is a relationship between age and SQ5
	SQ6	H_0: There is no relationship between age and SQ6 H_1: There is a relationship between age and SQ6
	SQ7	H_0: There is no relationship between age and SQ7 H_1: There is a relationship between age and SQ7
	SQ8	H_0: There is no relationship between age and SQ8 H_1: There is a relationship between age and SQ8
	SQ9	H_0: There is no relationship between age and SQ9 H_1: There is a relationship between age and SQ9
	SQ10	H_0: There is no relationship between age and SQ10 H_1: There is a relationship between age and SQ10
	SQ11	H_0: There is no relationship between age and SQ11 H_1: There is a relationship between age and SQ11
	SQ12	H_0: There is no relationship between age and SQ12 H_1: There is a relationship between age and SQ12
	SQ13	H_0: There is no relationship between age and SQ13 H_1: There is a relationship between age and SQ13
	SQ14	H_0: There is no relationship between age and SQ14 H_1: There is a relationship between age and SQ14
	SQ15	H_0: There is no relationship between age and SQ15 H_1: There is a relationship between age and SQ15
	SQ16	H_0: There is no relationship between age and SQ16 H_1: There is a relationship between age and SQ16
	SQ17	H_0: There is no relationship between age and SQ17 H_1: There is a relationship between age and SQ17
	SQ18	H_0: There is no relationship between age and SQ18 H_1: There is a relationship between age and SQ18
	SQ19	H_0: There is no relationship between age and SQ19

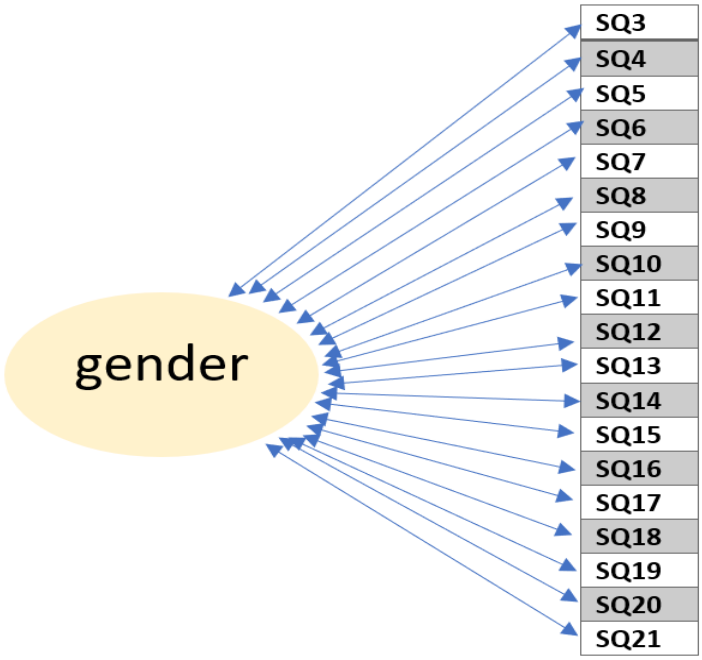


Figure 3.7 Chi-square category variables: age and other survey questions (See appendix A1 for survey questions).

Table 3.7 Gender*Main survey questions Chi-square test hypothesis

Independent variable	Main survey questions	Hypothesis
Gender	SQ3	H_0: There is no relationship between gender and SQ3 H_1: There is a relationship between gender and SQ3
	SQ4	H_0: There is no relationship between gender and SQ4 H_1: There is a relationship between gender and SQ4
	SQ5	H_0: There is no relationship between gender and SQ5 H_1: There is a relationship between gender and SQ5
	SQ6	H_0: There is no relationship between gender and SQ6 H_1: There is a relationship between gender and SQ6
	SQ7	H_0: There is no relationship between gender and SQ7 H_1: There is a relationship between gender and SQ7
	SQ8	H_0: There is no relationship between gender and SQ8 H_1: There is a relationship between gender and SQ8
	SQ9	H_0: There is no relationship between gender and SQ9 H_1: There is a relationship between gender and SQ9
	SQ10	H_0: There is no relationship between gender and SQ10 H_1: There is a relationship between gender and SQ10

	SQ11	H_0: There is no relationship between gender and SQ11 H_1: There is a relationship between gender and SQ11
	SQ12	H_0: There is no relationship between gender and SQ12 H_1: There is a relationship between gender and SQ12
	SQ13	H_0: There is no relationship between gender and SQ13 H_1: There is a relationship between gender and SQ13
	SQ14	H_0: There is no relationship between gender and SQ14 H_1: There is a relationship between gender and SQ14
	SQ15	H_0: There is no relationship between gender and SQ15 H_1: There is a relationship between gender and SQ15
	SQ16	H_0: There is no relationship between gender and SQ16 H_1: There is a relationship between gender and SQ16
	SQ17	H_0: There is no relationship between gender and SQ17 H_1: There is a relationship between gender and SQ17
	SQ18	H_0: There is no relationship between gender and SQ18 H_1: There is a relationship between gender and SQ18
	SQ19	H_0: There is no relationship between gender and SQ19 H_1: There is a relationship between gender and SQ19
	SQ20	H_0: There is no relationship between gender and SQ20 H_1: There is a relationship between gender and SQ20
	SQ21	H_0: There is no relationship between gender and SQ21 H_1: There is a relationship between gender and SQ21

Finally, the statistical decision was shown by comparing the P-value against the predetermined significance level, which is 0.05 (95% confidence level). The researcher used SPSS to perform the Chi-square test and exported the result from the APP to computer in word format.

3.8.7 Bivariate Analysis: ANOVA

The researcher used two-way ANOVA to find out the interaction between two or more groups (Zikmund et al., 2013). Group was made with two moderating variables, age and gender.

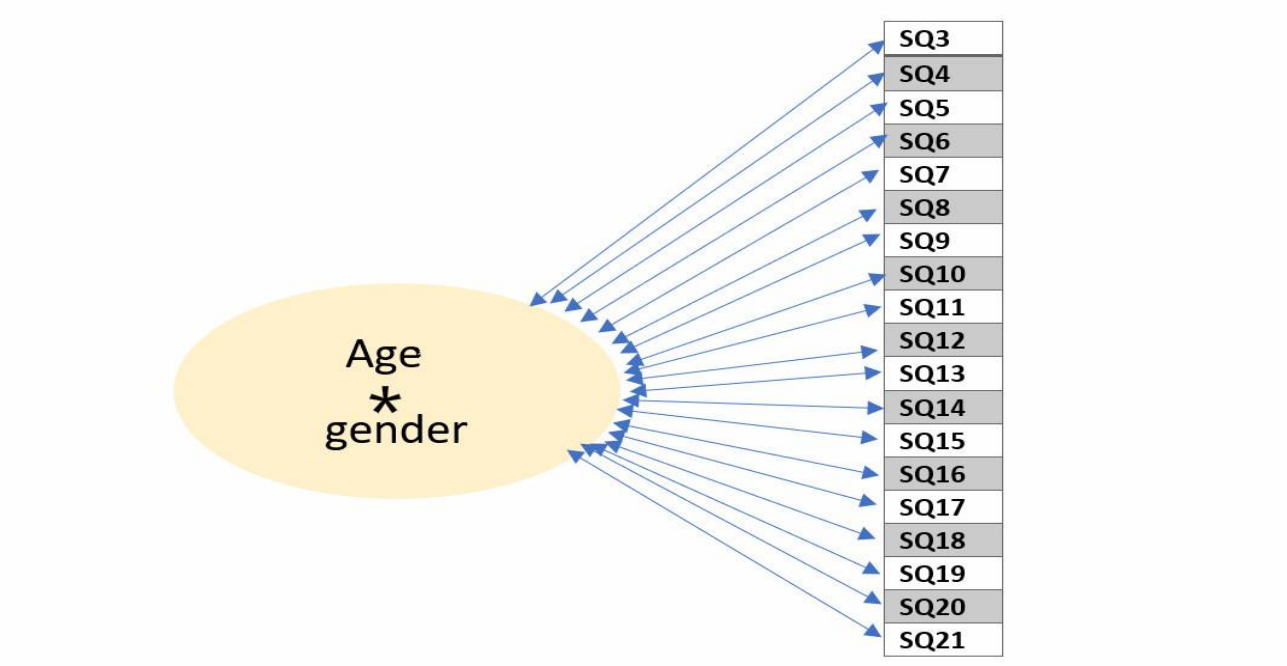


Figure 3.8 ANOVA test age*gender for main survey questions

Figure 3.9 Hypothesis list for ANOVA test

Independent variables	Main survey questions	Hypothesis
Age*Gender	SQ3	H_0: The interaction between age and gender does not affect the SQ3 H_1: The interaction between age and gender affects the SQ3
	SQ4	H_0: The interaction between age and gender does not affect the SQ4 H_1: The interaction between age and gender affects the SQ4
	SQ5	H_0: The interaction between age and gender does not affect the SQ5 H_1: The interaction between age and gender affects the SQ5
	SQ6	H_0: The interaction between age and gender does not affect the SQ6 H_1: The interaction between age and gender affects the SQ6
	SQ7	H_0: The interaction between age and gender does not affect the SQ7 H_1: The interaction between age and gender affects the SQ7
	SQ8	H_0: The interaction between age and gender does not affect the SQ8 H_1: The interaction between age and gender affects the SQ8
	SQ9	H_0: The interaction between age and gender does not affect the SQ9 H_1: The interaction between age and gender affects the SQ9
	SQ10	H_0: The interaction between age and gender does not affect the SQ10 H_1: The interaction between age and gender affects the SQ10

	SQ11	H_0: The interaction between age and gender does not affect the SQ11 H_1: The interaction between age and gender affects the SQ11
	SQ12	H_0: The interaction between age and gender does not affect the SQ12 H_1: The interaction between age and gender affects the SQ12
	SQ13	H_0: The interaction between age and gender does not affect the SQ13 H_1: The interaction between age and gender affects the SQ13
	SQ14	H_0: The interaction between age and gender does not affect the SQ14 H_1: The interaction between age and gender affects the SQ14
	SQ15	H_0: The interaction between age and gender does not affect the SQ15 H_1: The interaction between age and gender affects the SQ15
	SQ16	H_0: The interaction between age and gender does not affect the SQ16 H_1: The interaction between age and gender affects the SQ16
	SQ17	H_0: The interaction between age and gender does not affect the SQ17 H_1: The interaction between age and gender affects the SQ17
	SQ18	H_0: The interaction between age and gender does not affect the SQ18 H_1: The interaction between age and gender affects the SQ18
	SQ19	H_0: The interaction between age and gender does not affect the SQ19 H_1: The interaction between age and gender affects the SQ19
	SQ20	H_0: The interaction between age and gender does not affect the SQ20 H_1: The interaction between age and gender affects the SQ20
	SQ21	H_0: The interaction between age and gender does not affect the SQ21 H_1: The interaction between age and gender affects the SQ21

3.9 Limitations of The Methodology

There are several limitations of the research methodology.

The sampling method has a limitation. A convenience sample is used in this survey due to time and found limitation. The sample was not collected following the statistic distribution, which also causes an inaccurate result.

Chi-Square is a famous test. There are two limitations. Chi-square is very strict about sample size. If the sample size is large enough, a trivial relationship can appear to be statistically significant. However, statistically significant does not always mean meaningful. Another limitation of the Chi-square test is that the result can only show whether two categorical variables have a relation. The result does not necessarily mean any causal effect. To find out causality, more detailed analysis shall be performed (UTAH, 2020).

Lastly, the ANOVA test has limitation too. ANOVA is an overall significance test which can assess whether the group of independent variables when used together reliably predict the dependent

variable. However, it does not address the ability of any of the particular independent variables to predict the dependent variable (UCLA, 2020).

3.10 Conclusion

This section presented the methodology of this research, also discussed collection of primary and secondary data that contributed to the research. This research was quantitative in nature. The researcher used a modified SERVQAL model to present variables and hypothesis together. In this research, 655 respondents finished the online survey, which over the sample size of 600. Descriptive, Univariate, and Bivariate analysis approach would be performed for the data analysis using SPSS software. There were some limitations of this research, for instance, leak of founding, time framework, convenience sampling. Besides, every test method has its own limitations in nature. The results of the survey data analyzing in order to test the hypothesis are presented in chapter 4.

4. RESULTS

4.1 Introduction

In this chapter, the researcher presented the result of descriptive analysis, Chi-square test, and ANOVA test. The raw data is used in SPSS after editing, cleansing, and coding process, as discussed in Chapter 3.7. In chapter 4.2.1, the researcher interpreted the descriptive analyses of the data from which one can derive how many people hold what views using bar charts. Chapter 4.2.2 discusses the results from the Chi-square test, which is a Univariate analysis derived from SPSS using tabular forms. Each table tried to find the relationship between two categorical variables and tested the hypothesis developed at the beginning of the test using SPSS. Results with an explanation have also been presented. The next section, Chapter 4.2.3 discusses the results obtained from the ANOVA, a Bivariate analysis that uses tabular charts. The illustration of the result has also been presented in this section. In conclusion, Chapter 4 discusses the results obtained after the performance of descriptive, Univariate, and Bivariate statistical tests using SPSS software with a detailed interpretation of the results.

4.2 Data Analyses

4.2.1 Cronbach's alpha

Cronbach's alpha analysis is performed to test the reliability of this survey. Cronbach's Alpha is to measure how closely related a set of variables are as a group. It is worthy to notice that high values for alpha do not necessarily mean that the measure is unidimensional. In this analysis, all 21 survey questions have been tested.

Table 4.1 Participants for Cronbach's Alpha

Case Processing Summary			
		N	%
Cases	Valid	655	100.0
	Excluded[a]	0	.0
	Total	655	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.2 Cronbach's alpha for this survey

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.891	21

From table 4.2, the Cronbach's Alpha for all 21 survey questions is 0.894, suggesting that the items have relatively high internal consistency (above 0.70).

4.2.2 Descriptive analyses

Descriptive analysis is a summary statistic that quantitatively summarizes features from a collection of information (Prem. 1995). The researcher presented a descriptive analysis using Frequency distribution table for each survey question. Using the information in the frequency distribution table, bar charts were presented for each survey question showing the response data for an individual question. Interpretations of the results have been stated using the frequency tables and bar charts. The frequency table and bar chart for each question is show blow.

SQ1.

Table 4.3 Number of participants to SQ1

Statistics		
Age		
N	Valid	655
	Missing	0

Table 4.4 Description of respondents with different age groups

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20years	33	5.0	5.0	5.0
	21-25years	108	16.5	16.5	21.5
	26-30years	132	20.2	20.2	41.7
	31-40years	192	29.3	29.3	71.0
	41-60years	190	29.0	29.0	100.0
	Total	655	100.0	100.0	

Figure 4.1 Bar graph showing the frequency of respondent with different age groups

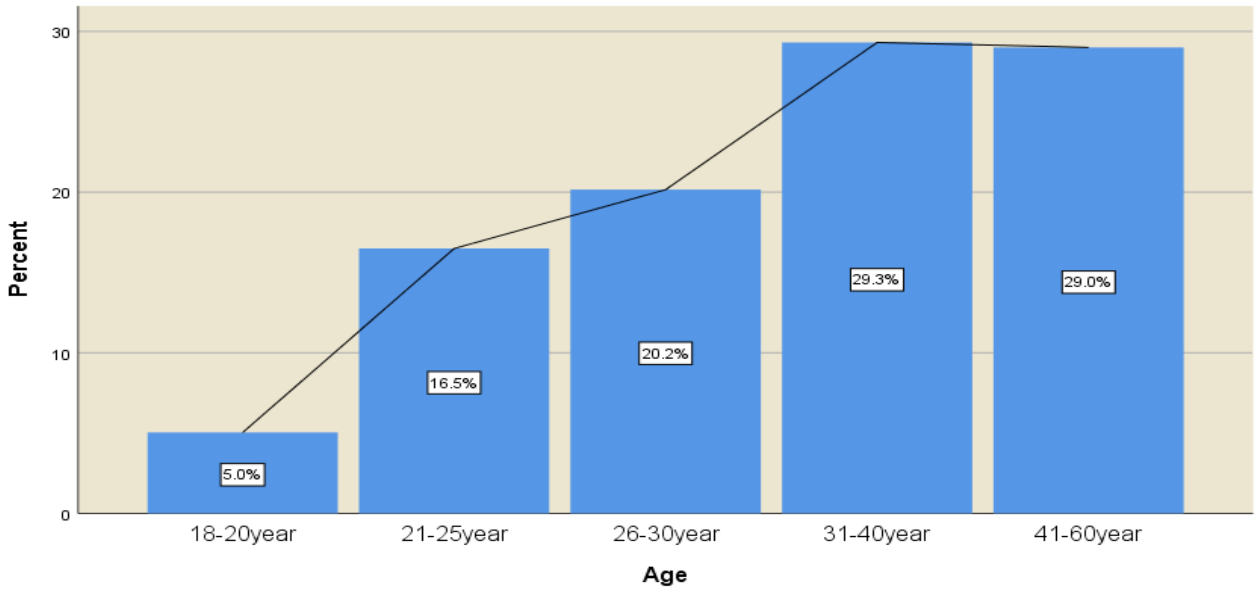


Figure 4.1 shows the majority of participants in this survey were of the age between 31-40 years and 41-60 years. The minimum number of participants was of the age of 18-20 years. From the above graph, it can be stated that most of the participants in the survey were between 31 and 60.

SQ2.

Table 4.5 Number of participants to SQ2

Statistics		
Gender		
N	Valid	655
	Missing	0

Table 4.6 Description of respondent in different gender group

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Femal	372	56.8	56.8	56.8
	male	275	42.0	42.0	98.8
	Others	3	.5	.46	99.2
	Don't want to state	5	.8	.76	100.0
	Total	655	100.0	100.0	

Figure 4.2 Bar graph showing percent of respondent with different gender

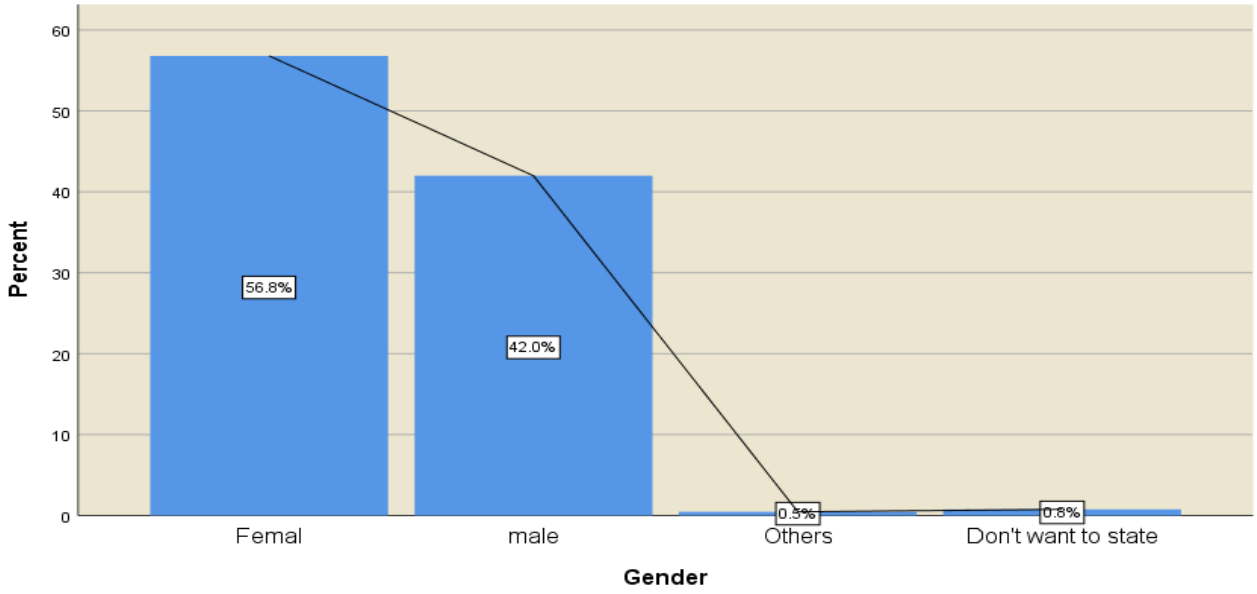


Figure 4.2 illustrates that the number of female participants was slightly higher than males. There was 14.8% difference between the female and male ratio. “Others” and “Don’t want to state” were 1.22% together. That is only 3 and 5 out of 655 participants, respectively. Therefore, it can be said that female and male have statistical meaning in gender groups in this survey. Female participated in this survey more than male (14.8% higher).

SQ3.

Table 4.7 Number of participants to SQ3

Statistics		
SQ3 Trust: personal information		
N	Valid	655
	Missing	0

Table 4.8 Frequency of respondents' concern about personal information breach

SQ3 Trust: personal information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	158	24.1	24.1	24.1
	likely	252	38.5	38.5	62.6
	neutral	149	22.7	22.7	85.3
	unlikely	78	11.9	11.9	97.3
	very unlikely	18	2.7	2.7	100.0
	Total	655	100.0	100.0	

Figure 4.3 Bar graph showing the level of concern that respondents worries about personal information breach

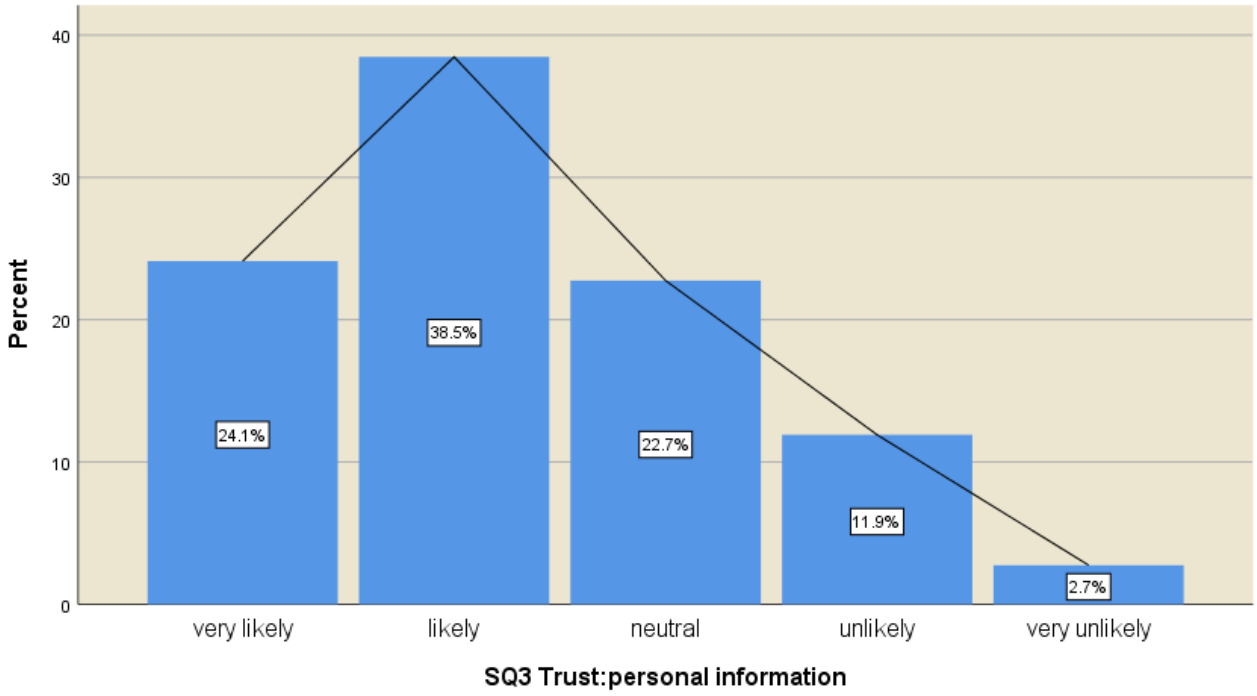


Figure 4.4 SQ3 stacked bar chart by age group

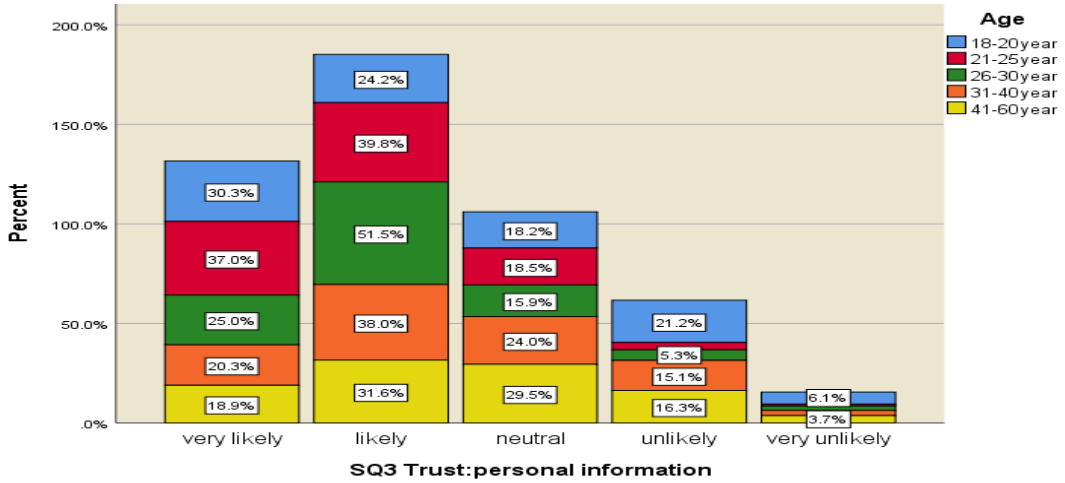
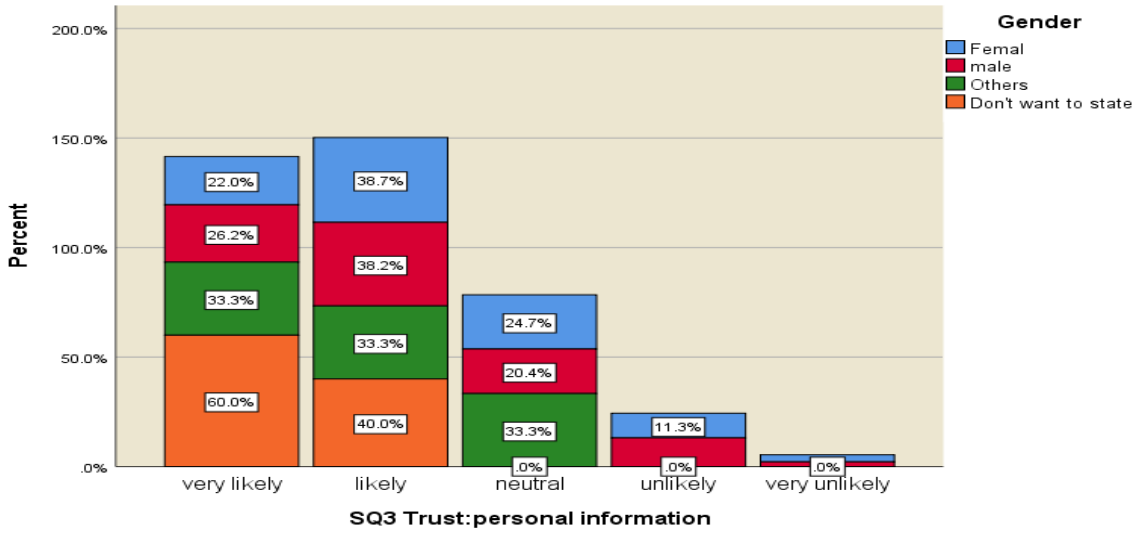


Figure 4.5 SQ3 stacked bar chart by gender



As is reflected in Figure 4.3, 38.5% of the respondents are concerned about a personal information breach that would likely impact their purchase intention to purchase online. The respondent who chose “very likely” and “neutral” were very close, 24.1% and 22.7% respectively. Only 18 out of 655 respondents chose “very unlikely”. Figure 4.4 and Figure 4.5 respectively show the distribution of different ages and genders groups in each option. The sum of each age and gender group is 100%, respectively. For example, the total percent of female participants is set to 100%. The ratio of bar volumes in those stacked figures do not necessarily coincide with those in figure 4.3. Because even minority groups, such as “others” in gender, are set to 100% like major groups. The reason is to facilitate viewing the tendency of different groups of people for different options. Figure 4.5 shows the majority of both females and males chose “likely” for this question. Figure 4.4 shows most people between 18-20 years chose very likely. However, the majority of all other age groups concerned this as “likely”.

SQ4.

Table 4.9 Number of participants to SQ4

Statistics		
SQ4 Trust:bank information		
N	Valid	655
	Missing	0

Table 4.10 Frequency of respondents' concern about bank information breach

SQ4 Trust: bank information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	221	33.7	33.7	33.7
	likely	216	33.0	33.0	66.7
	neutral	129	19.7	19.7	86.4
	unlikely	78	11.9	11.9	98.3
	very unlikely	11	1.7	1.7	100.0
	Total	655	100.0	100.0	

Figure 4.6 Bar graph showing level of concern that respondents worries about bank information breach

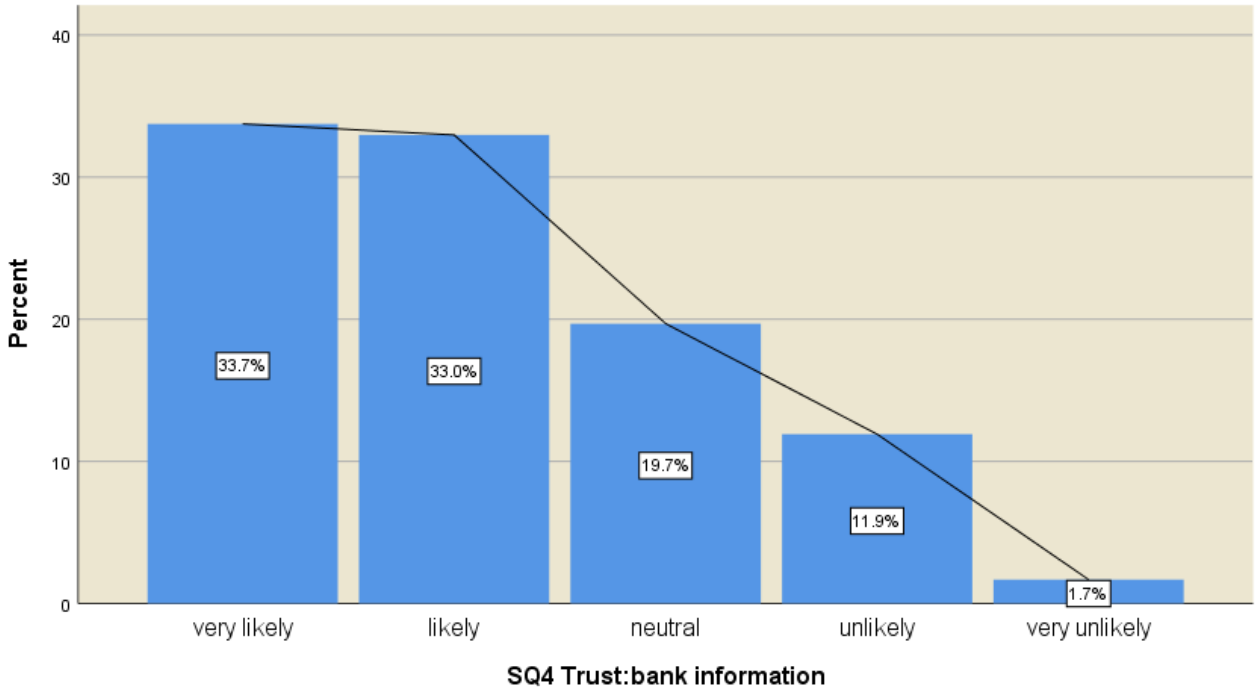


Figure 4.7 SQ4 stacked bar chart by age group

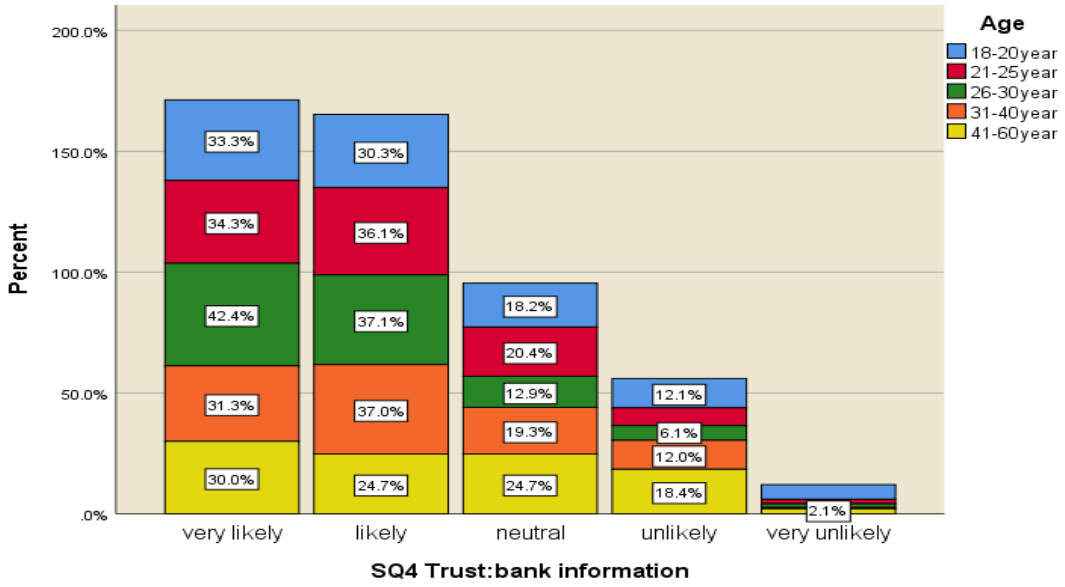


Figure 4.8 SQ4 stacked bar chart by gender

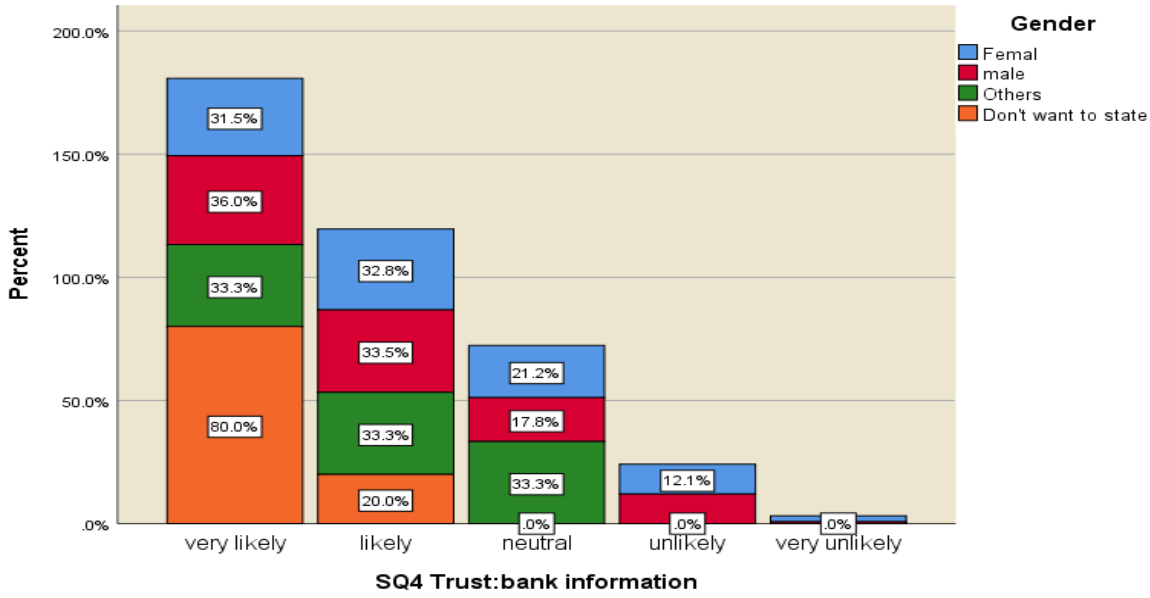


Figure 4.6 shows the extent to which respondents concerns about bank information breach affect their choice for online shopping. The participants who chose “very likely” and “likely” were very close; the proportion was 33.7% and 33%, respectively. That means 437 respondents out of 655 would consider bank information breach would affect their purchase intention online. From the graph, it can be seen that only 1.7% of participants chose “very unlikely” in this survey question. Figure 4.7 and 4.8 reflect the majority of the participant who in 18-20 years, 26-30 years, and 41-60 years chose “very likely”, same as male. However, the majority of other age group chose “likely”. Most of the female participants also considered this could likely affect their choice of eCommerce.

SQ5

Table 4.11 Number of participants to SQ5

Statistics		
SQ5 Trust: physical touch		
N	Valid	655
	Missing	0

Table 4.12 Frequency of respondents' concern about lack of physical touch

SQ5 Trust: physical touch					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	135	20.6	20.6	20.6
	likely	277	42.3	42.3	62.9
	neutral	153	23.4	23.4	86.3
	unlikely	71	10.8	10.8	97.1
	very unlikely	19	2.9	2.9	100.0
	Total	655	100.0	100.0	

Figure 4.9 Bar graph about SQ5

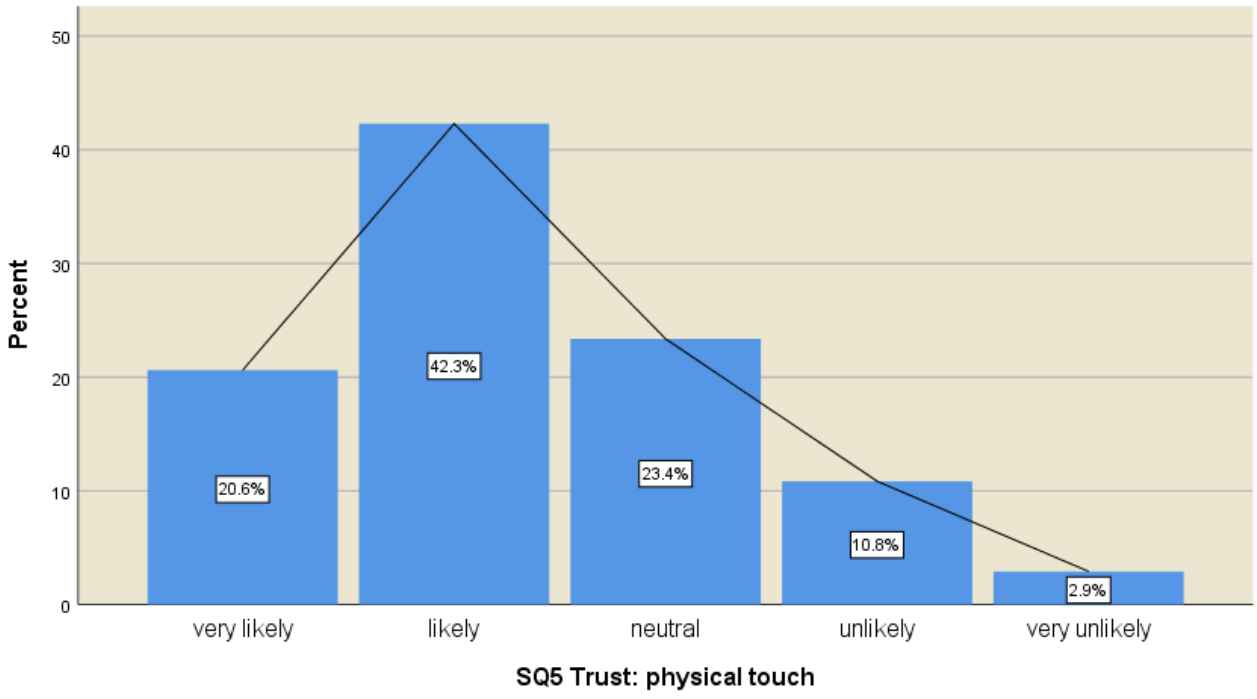


Figure 4.10 SQ5 stacked bar chart by age group

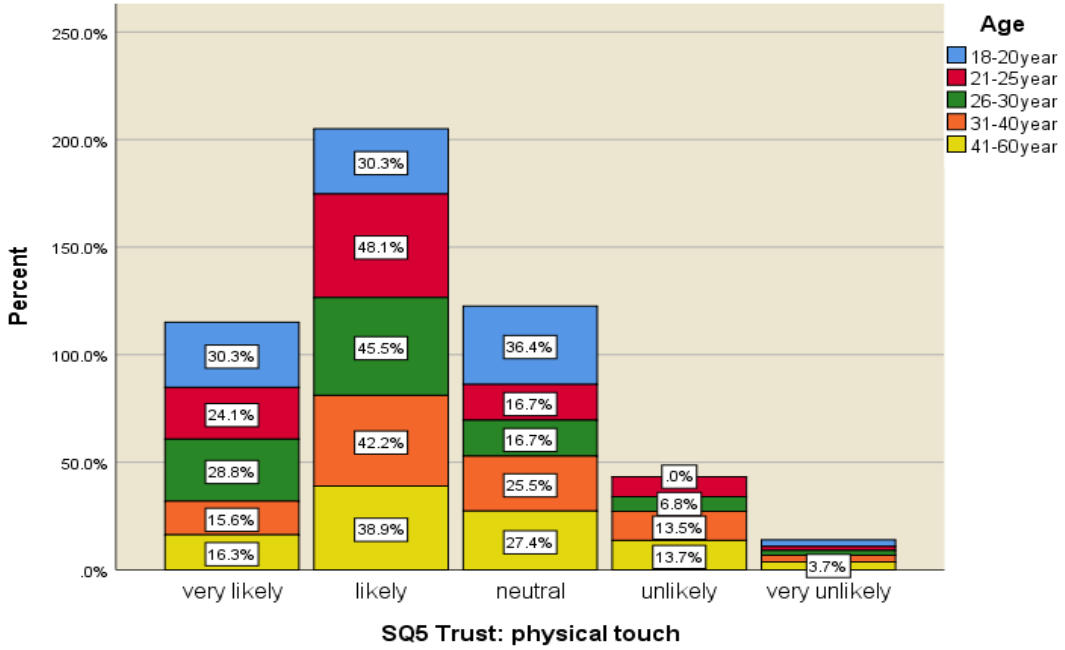


Figure 4.11 SQ5 stacked bar chart by gender

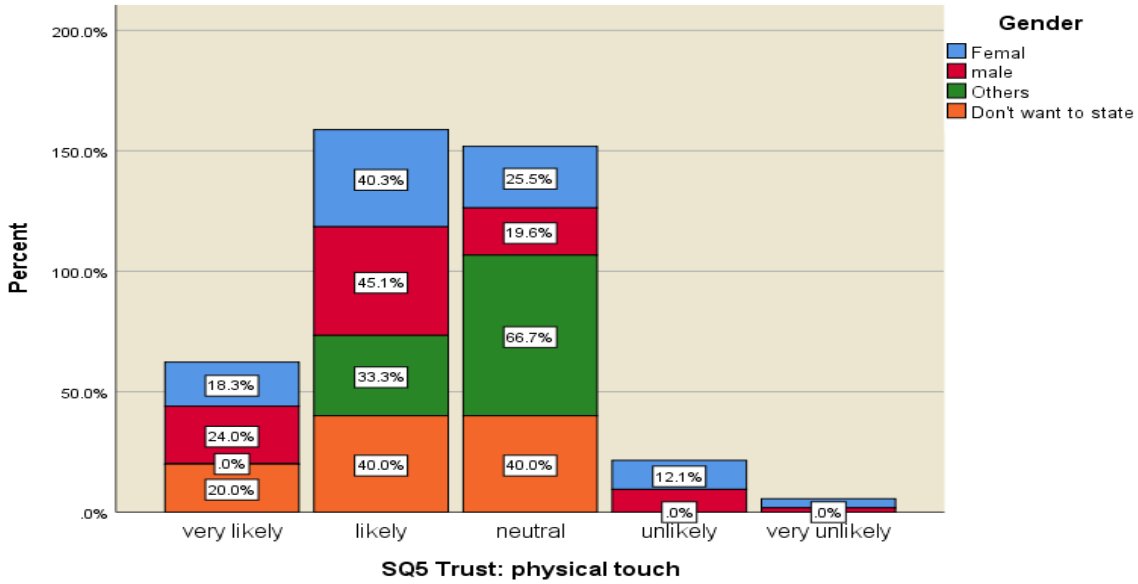


Figure 4.9 reflects 5 different levels of how participants think lack of physical contact to products would impact their choice of eCommerce. The maximum number of respondents thought it would affect their intention to purchase online. 23 per cent showed they neither agree nor disagree with it. However, there were only 19 out of 655, which is nearly 3 per cent of the respondents believe this would very unlikely to impact their choice. Among all participants, the majority of female and male chose “likely”. For the people in the 18-20-year group, most of them chose neutral on this. The majority of other age groups chose “likely”.

SQ6

Table 4.13 Number of participants to SQ6

Statistics		
SQ6 Review:quantity		
N	Valid	655
	Missing	0

Table 4.14 Frequency of impact of review quantity on eCommerce choices

SQ6 Review: quantity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	228	34.8	34.8	34.8
	likely	271	41.4	41.4	76.2
	neutral	113	17.3	17.3	93.4
	unlikely	35	5.3	5.3	98.8
	very unlikely	8	1.2	1.2	100.0
	Total	655	100.0	100.0	

Figure 4.12 Bar graph about SQ6

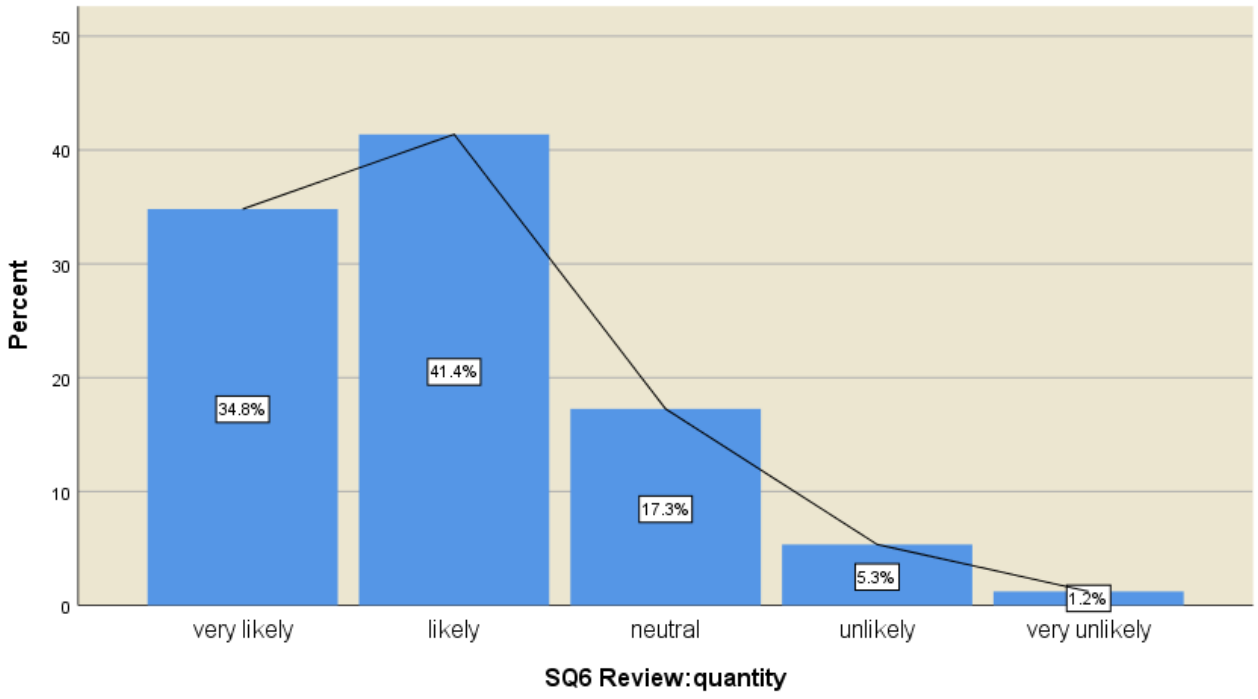


Figure 4.13 SQ6 stacked bar chart by age group

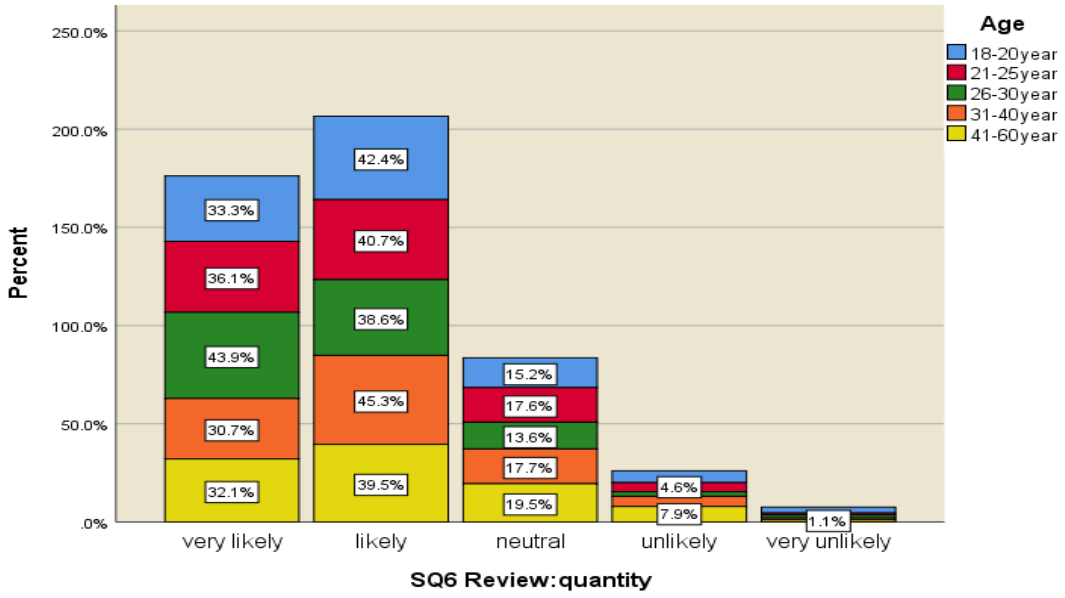


Figure 4.14 SQ6 stacked bar chart by gender

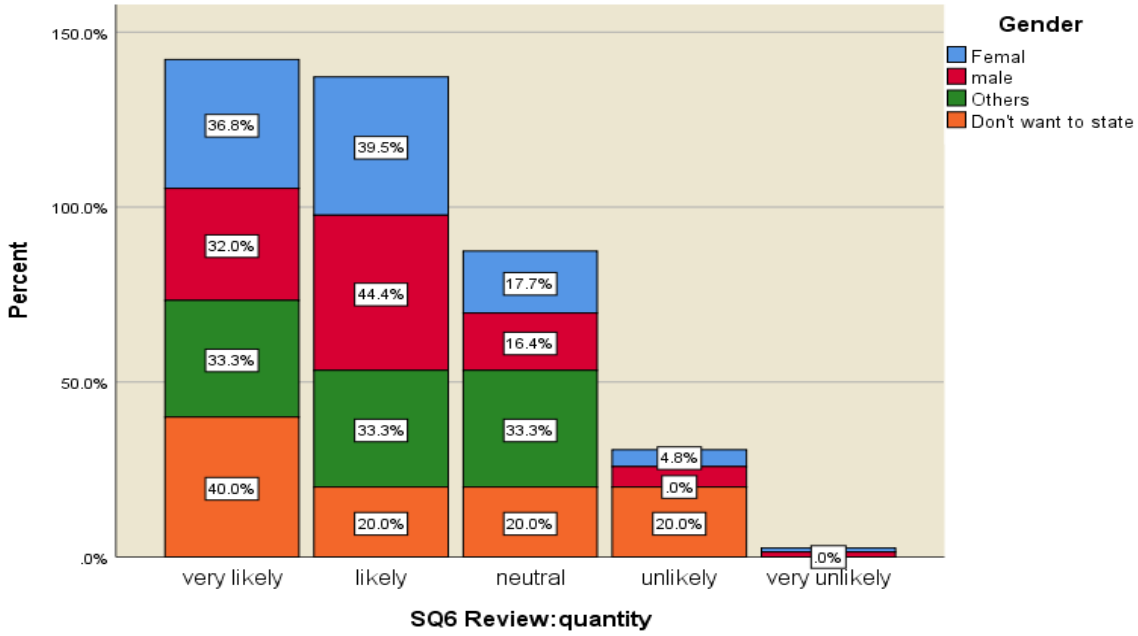


Figure 4.12 indicates that participants believe that the impact of review quantity on their choice of eCommerce. The maximum number of respondents thought that would likely affect them. There were only 8 out of 655 respondents who though review quantity would very unlikely affect them. However, 17 per cent participant chose a neutral attitude about review quantity. Among all participants, the majority of both female and male chose “likely”, the same as all age group except 26-30-year which they chose “very likely”.

SQ7

Table 4.15 Number of participants to SQ7

Statistics		
SQ7 Review:quality		
N	Valid	655
	Missing	0

Table 4.16 Frequency of impact of review quality on eCommerce choices

SQ7 Review: quality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	289	44.1	44.1	44.1
	likely	254	38.8	38.8	82.9
	neutral	69	10.5	10.5	93.4
	unlikely	35	5.3	5.3	98.8
	very unlikely	8	1.2	1.2	100.0
	Total	655	100.0	100.0	

Figure 4.15 Bar graph about SQ7

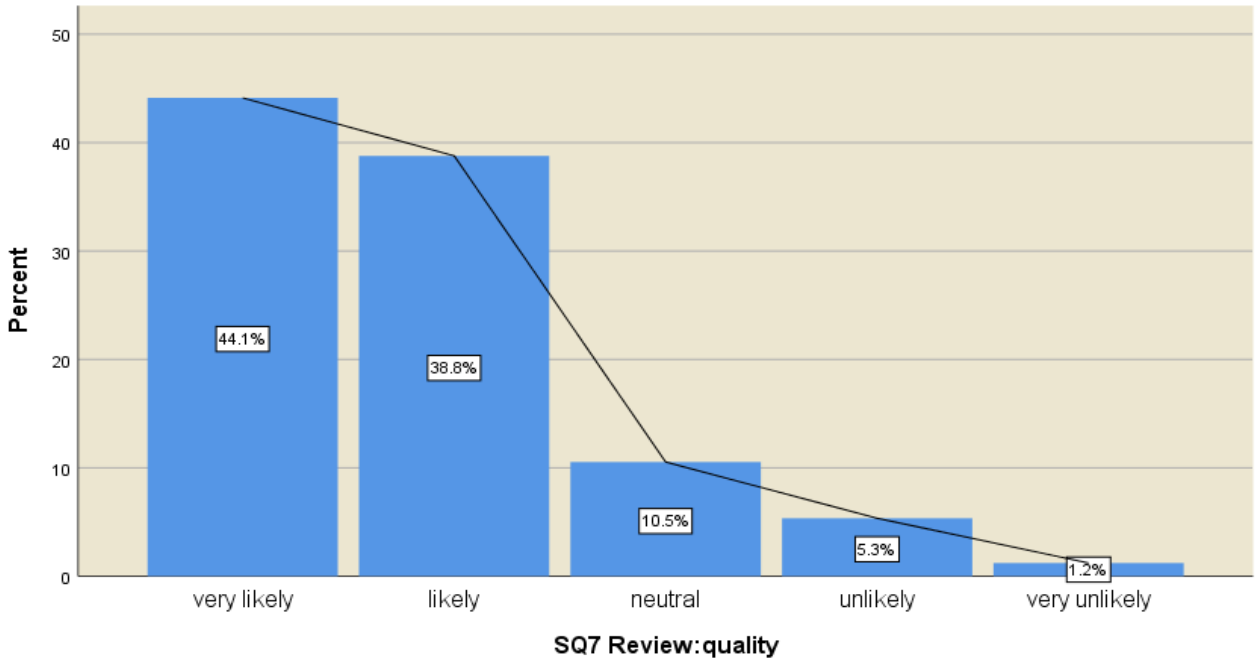


Figure 4.16 SQ7 stacked bar chart by age group

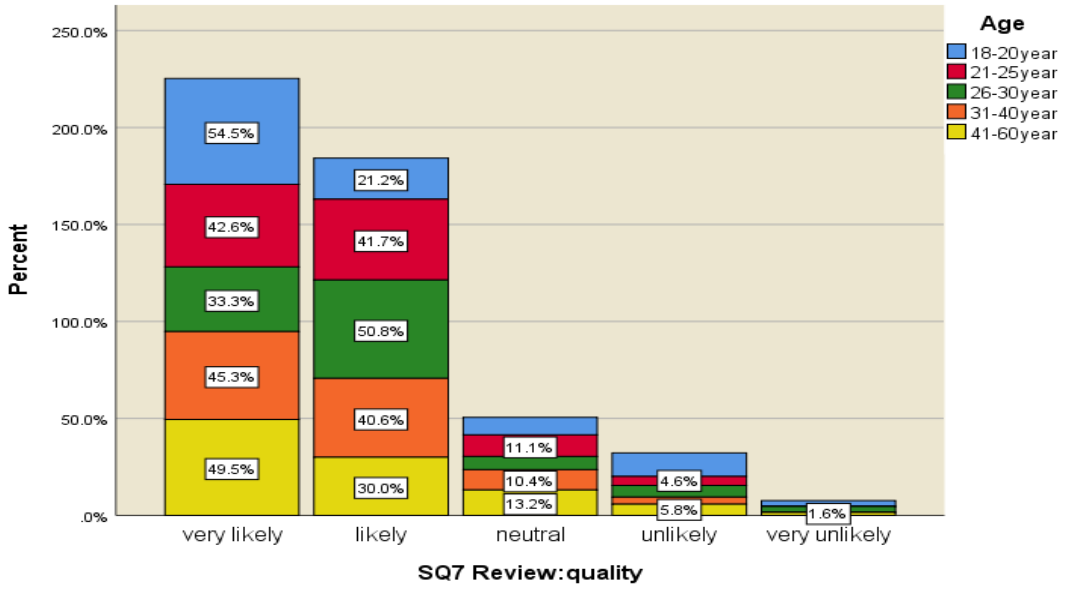


Figure 4.17 SQ7 stacked bar chart by gender

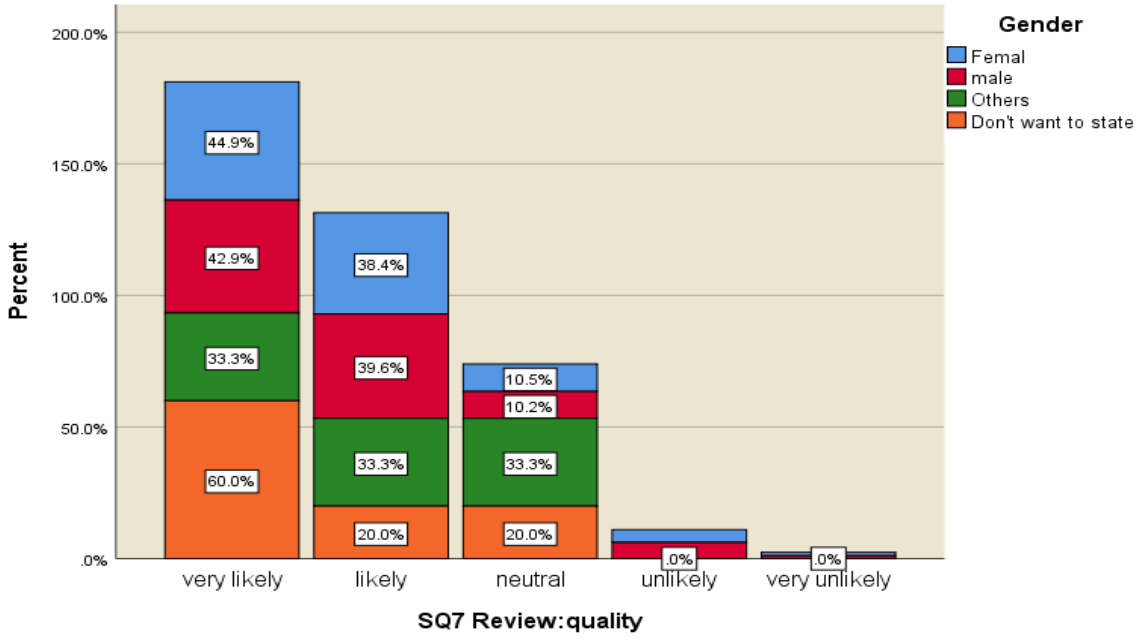


Figure 4.15 represents that majority of the participants would consider review quality is a very important element for their choice of eCommerce. From table 4.14, it can be noted that only 1.2 per cent of the respondent who believes review quality would very unlikely affect their choice. However, the percentage of people who neither agree nor disagree was somewhere 10.5%. Most of both female and male both consider this would very likely affect their choice of eCommerce, same as all participants in every age group except 26-30-year.

SQ8

Table 4.17 Number of participants to SQ8

Statistics		
SQ8 Cost: price		
N	Valid	655
	Missing	0

Table 4.18 Frequency of impact of the product price on eCommerce choices

SQ8 Cost: price					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	177	27.0	27.0	27.0
	likely	313	47.8	47.8	74.8
	neutral	125	19.1	19.1	93.9
	unlikely	29	4.4	4.4	98.3
	very unlikely	11	1.7	1.7	100.0
	Total	655	100.0	100.0	

Figure 4.18 Bar graph about SQ8

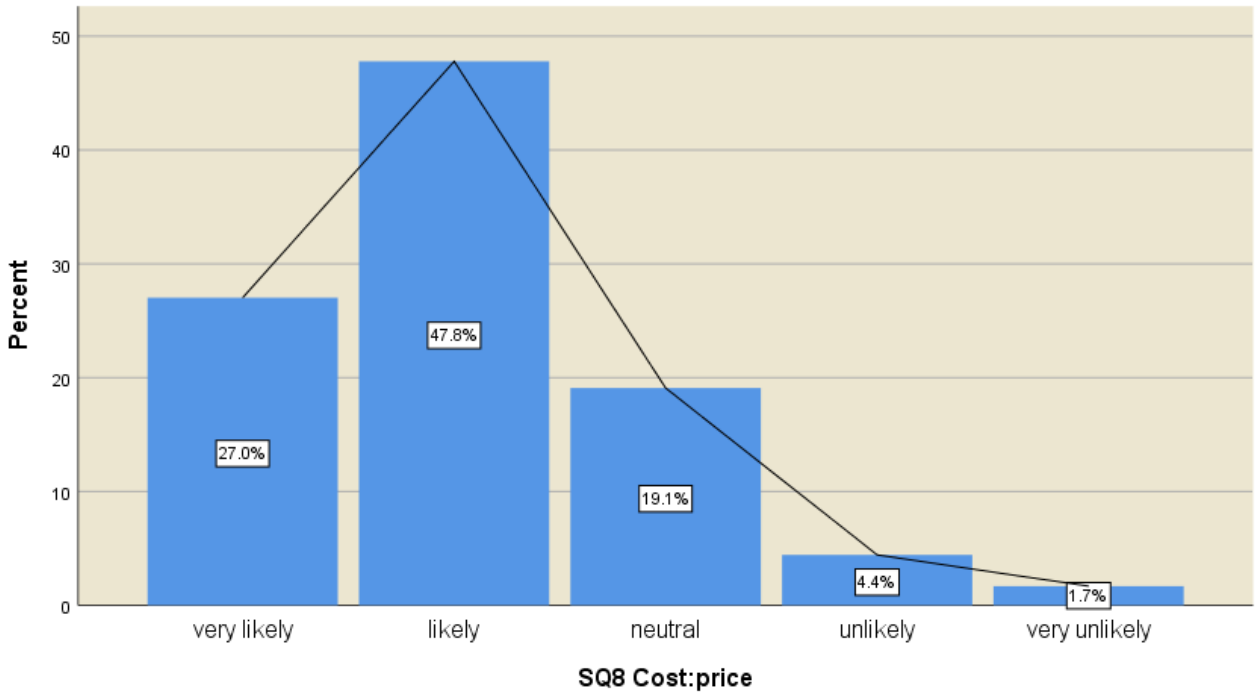


Figure 4.19 SQ8 stacked bar chart by age group

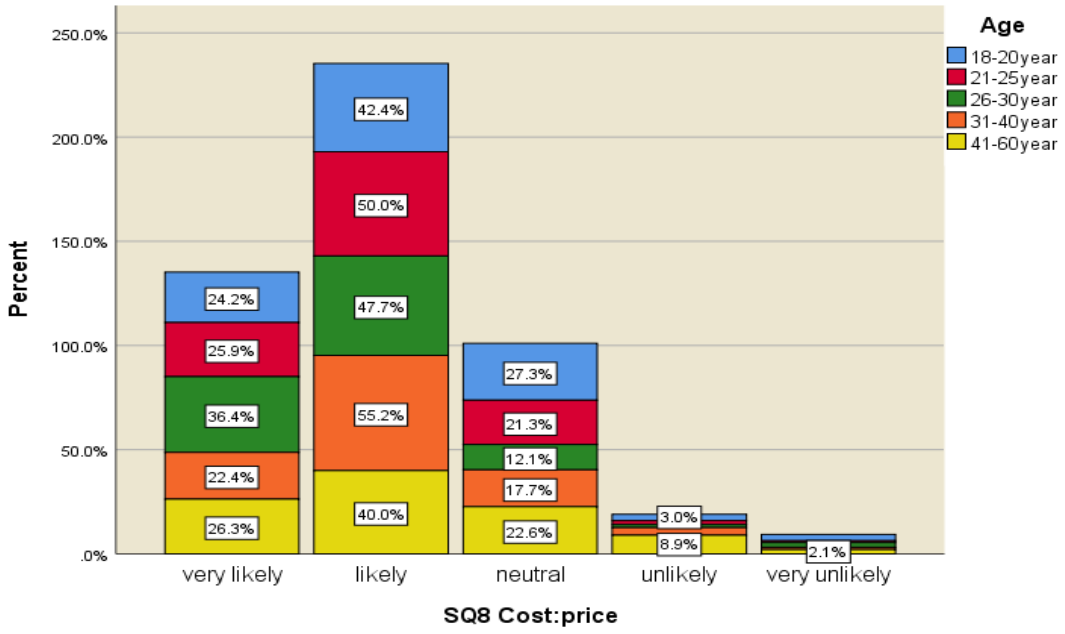
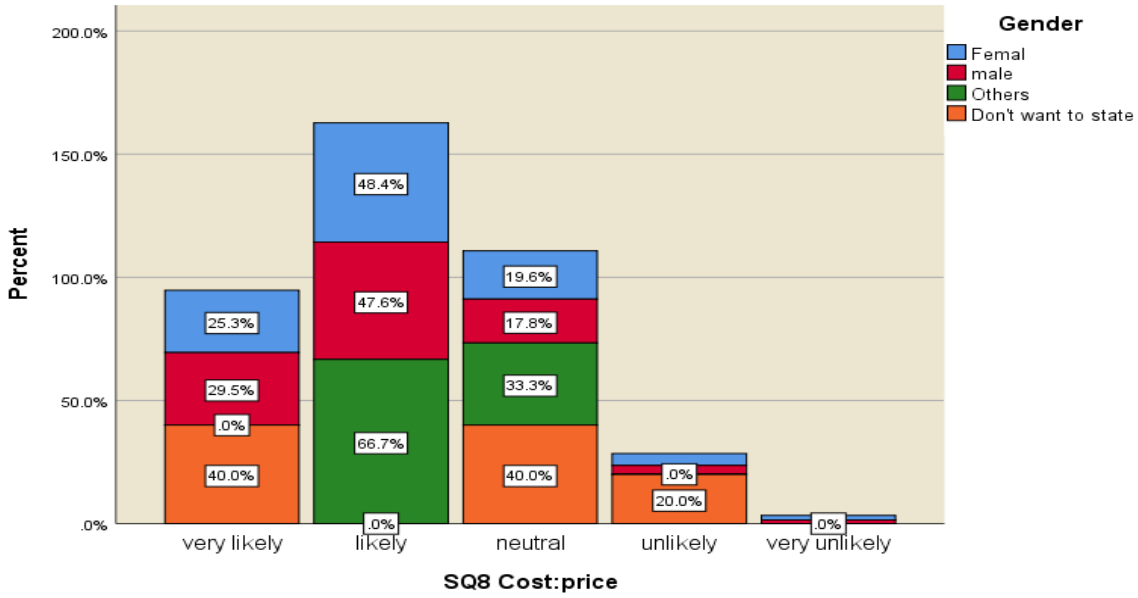


Figure 4.20 SQ8 stacked bar chart by gender



In figure 4.18 is the information regarding the impact of products price on participants choice of eCommerce. Apparently, people who chose “likely” was much more than other options (47.8%). Only 40 out of 655, which is about 6 per cent consider price could very unlikely affect their online shopping intention. As we can see from figure 4.19 and figure 4.20, all majority of gender groups and age groups clustered in “likely”.

SQ9

Table 4.19 Number of participants to SQ9

Statistics		
SQ9 Cost: searching time		
N	Valid	655
	Missing	0

Table 4.20 Frequency of impact of searching time on eCommerce choices

SQ9 Cost: searching time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	154	23.5	23.5	23.5
	likely	247	37.7	37.7	61.2
	neutral	159	24.3	24.3	85.5
	unlikely	76	11.6	11.6	97.1
	very unlikely	19	2.9	2.9	100.0
	Total	655	100.0	100.0	

Figure 4.21 Bar graph about SQ9

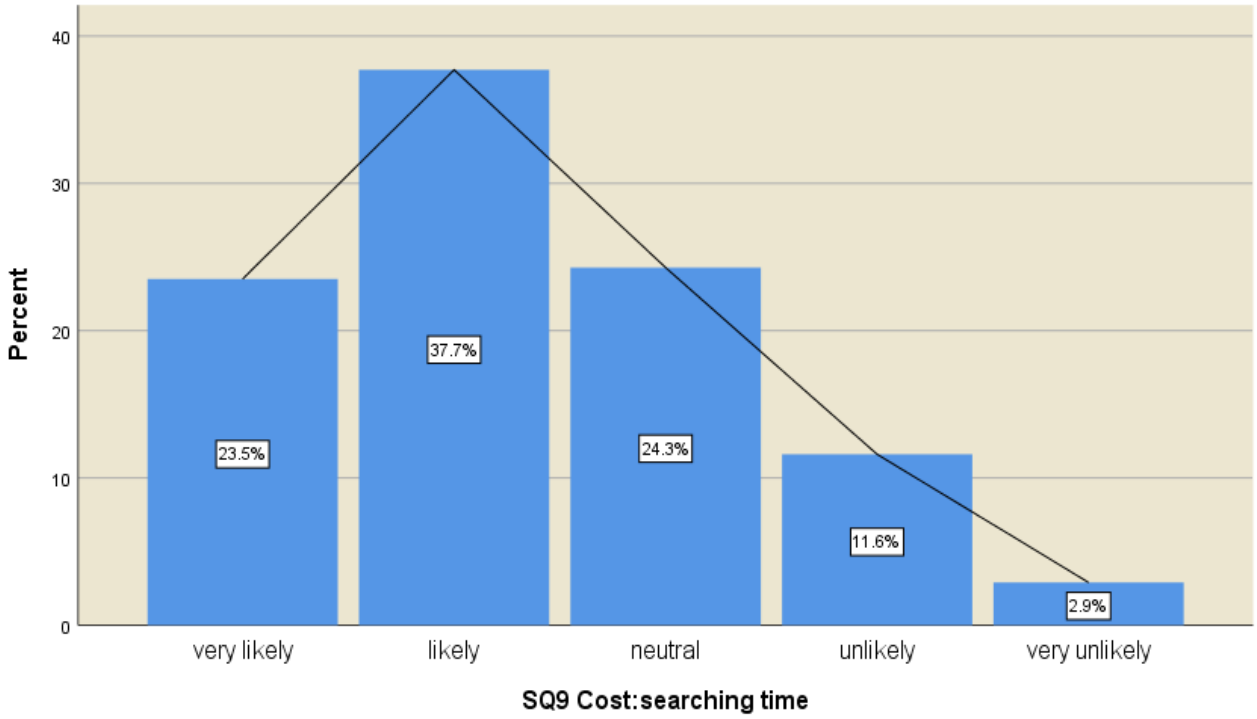


Figure 4.22 SQ9 stacked bar chart by age group

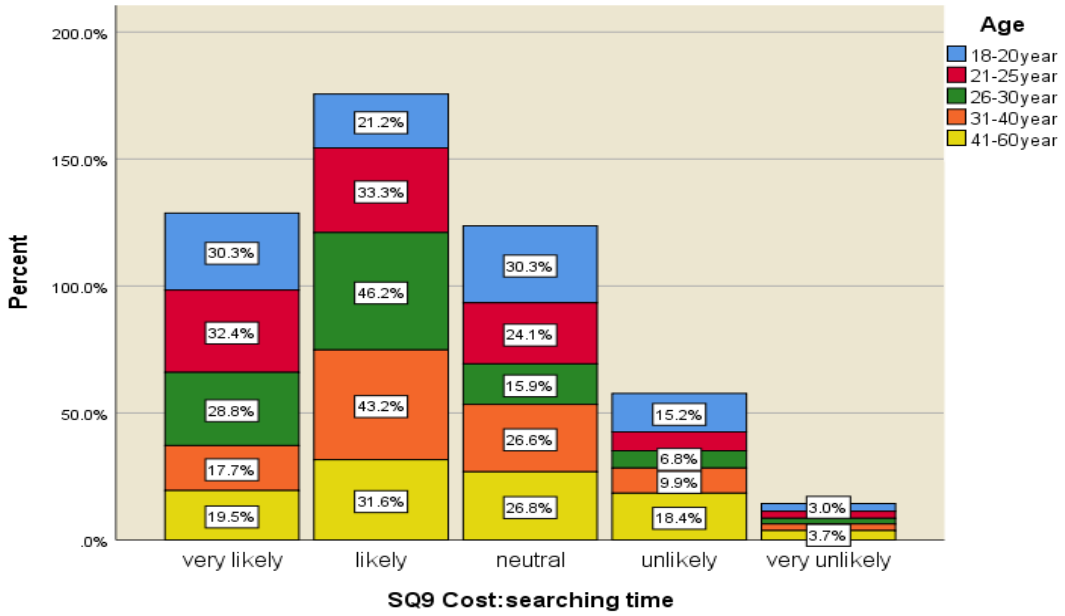


Figure 4.23 SQ9 stacked bar chart by gender

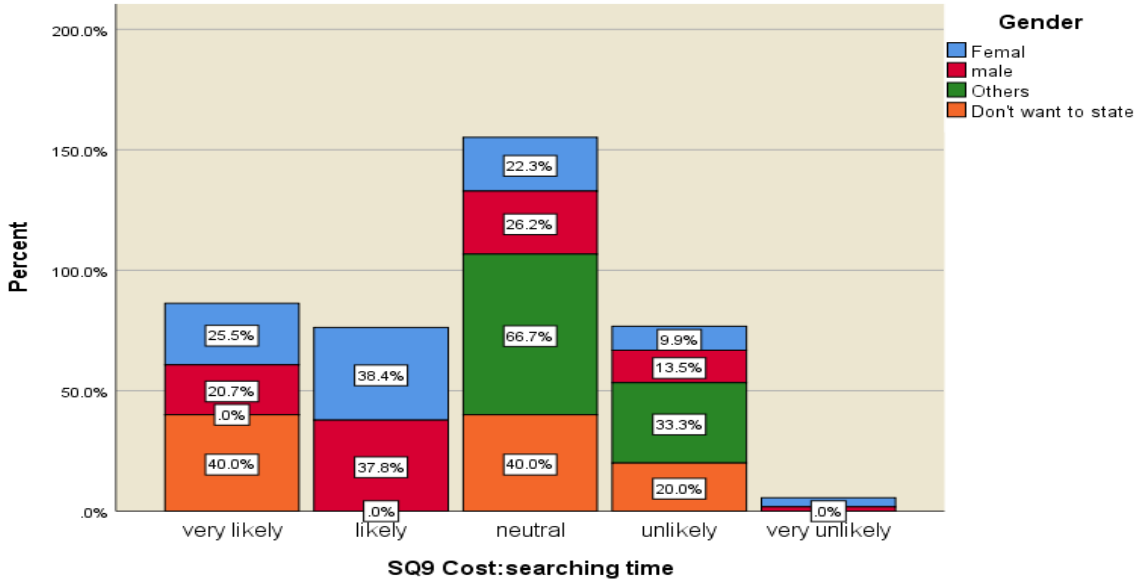


Figure 4.21 illustrates that most of the participants consider searching time would likely affect their decision to purchase online. In accordance with the figure, the per cent of “very likely” and “neutral” are very close, which is 23.5% and 24.3% respectively. On the other hand, there is a gap between “unlikely” and “very unlikely”. Only around 3 per cent participant thought search time would very unlikely impact their choice, and about 12 per cent for “unlikely”. If we check the data by gender groups, most of the male and female participants prefer “likely”. However, there is variation by age group. Young people, who are between 18-20-year prefer “very likely”. Most of the other age groups clustered on “likely”.

SQ10

Table 4.21 Number of participants to SQ10

Statistics		
SQ10 Delivery: time		
N	Valid	655
	Missing	0

Table 4.22 Frequency of impact of delivery time attitude on eCommerce choices

SQ10 Delivery: time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	161	24.6	24.6	24.6
	likely	252	38.5	38.5	63.1
	neutral	144	22.0	22.0	85.0
	unlikely	85	13.0	13.0	98.0
	very unlikely	13	2.0	2.0	100.0
	Total	655	100.0	100.0	

Figure 4.24 Bar graph about SQ10

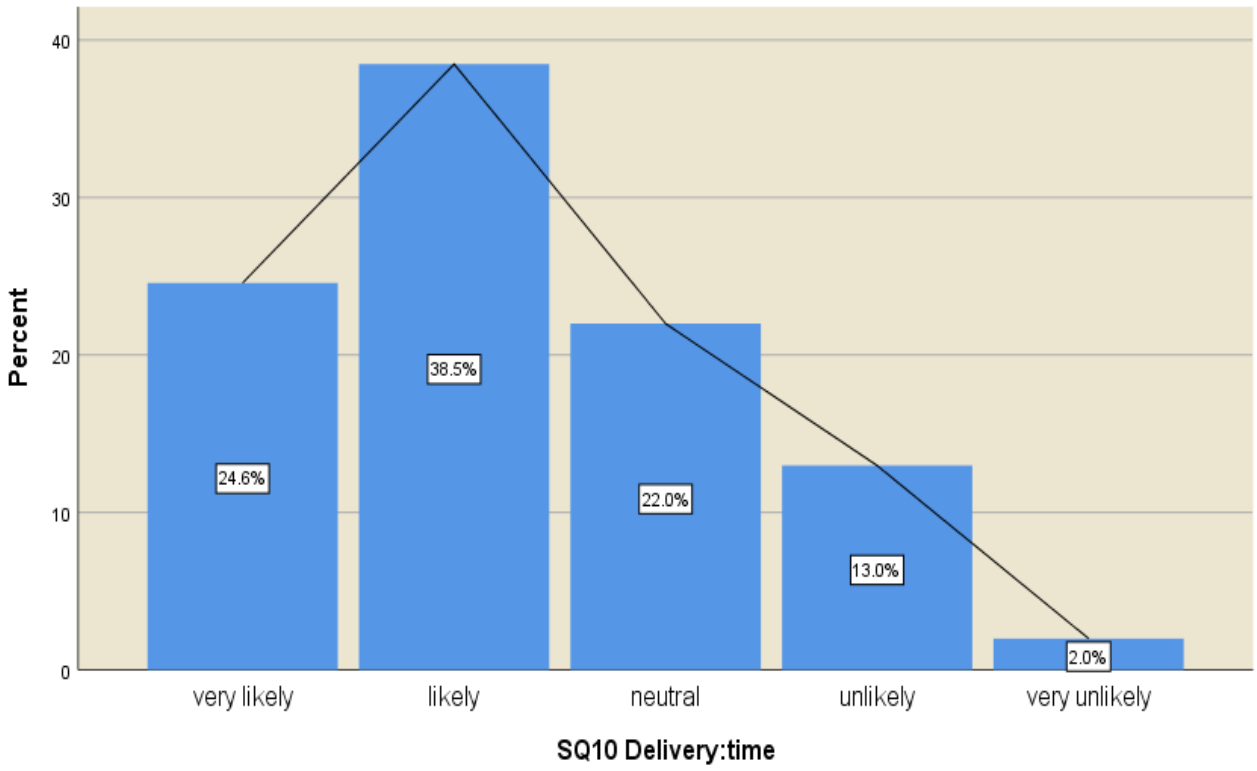


Figure 4.25 SQ10 stacked bar chart by age group

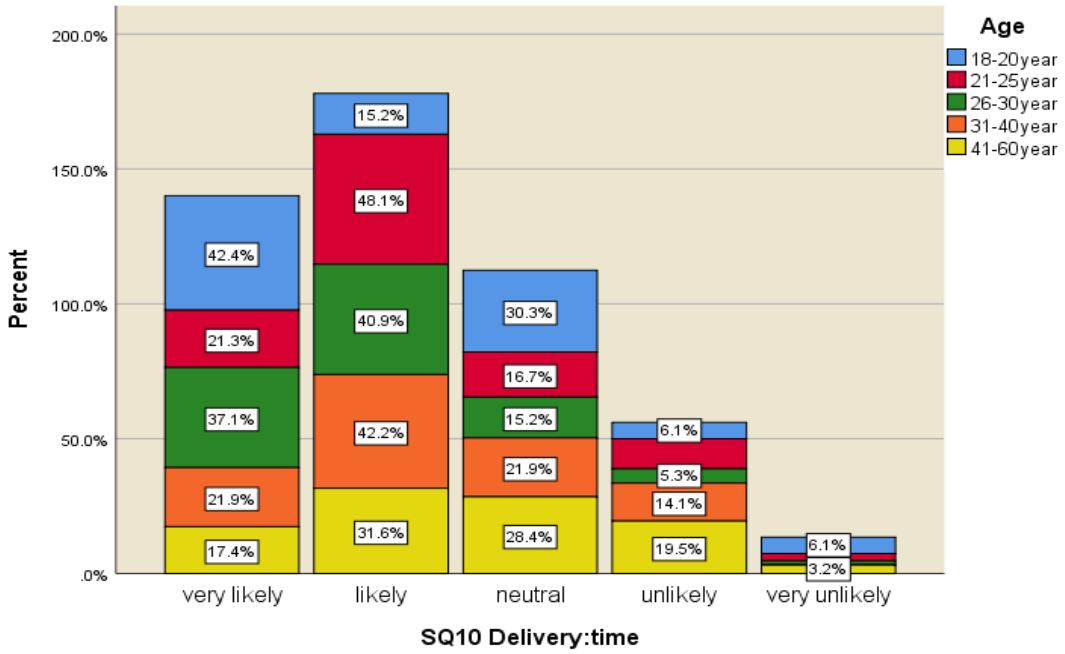
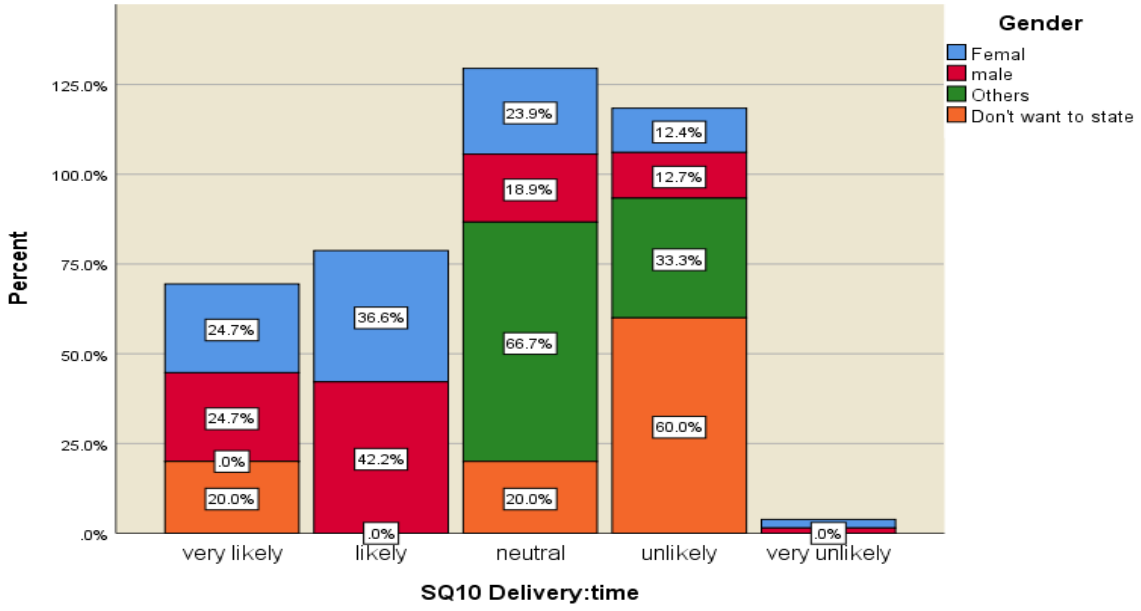


Figure 4.26 SQ10 stacked bar chart by gender



The above charts describe how much would delivery time impact consumers the choice of eCommerce. Apparently, more than 63 percent participants thought it would affect their choice. However, there are still 13 percent and 2 percent participants thought it is “unlikely” or “very likely” respectively. Also is the fact that 144 out of 655 (22%) participants took neutral attitude about this. Most of our female and male respondents considered this is likely to affect their choice. Most of the youngest group chose “very likely”. The majority of other age group chose “likely.”

SQ11

Table 4.23 Number of participants to SQ11

Statistics		
SQ11 Delivery: fee		
N	Valid	655
	Missing	0

Table 4.24 Frequency of impact of delivery fee attitude on eCommerce choices

SQ11 Delivery: fee					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	176	26.9	26.9	26.9
	likely	268	40.9	40.9	67.8
	neutral	124	18.9	18.9	86.7
	unlikely	67	10.2	10.2	96.9
	very unlikely	20	3.1	3.1	100.0
	Total	655	100.0	100.0	

Figure 4.27 Bar graph about SQ11

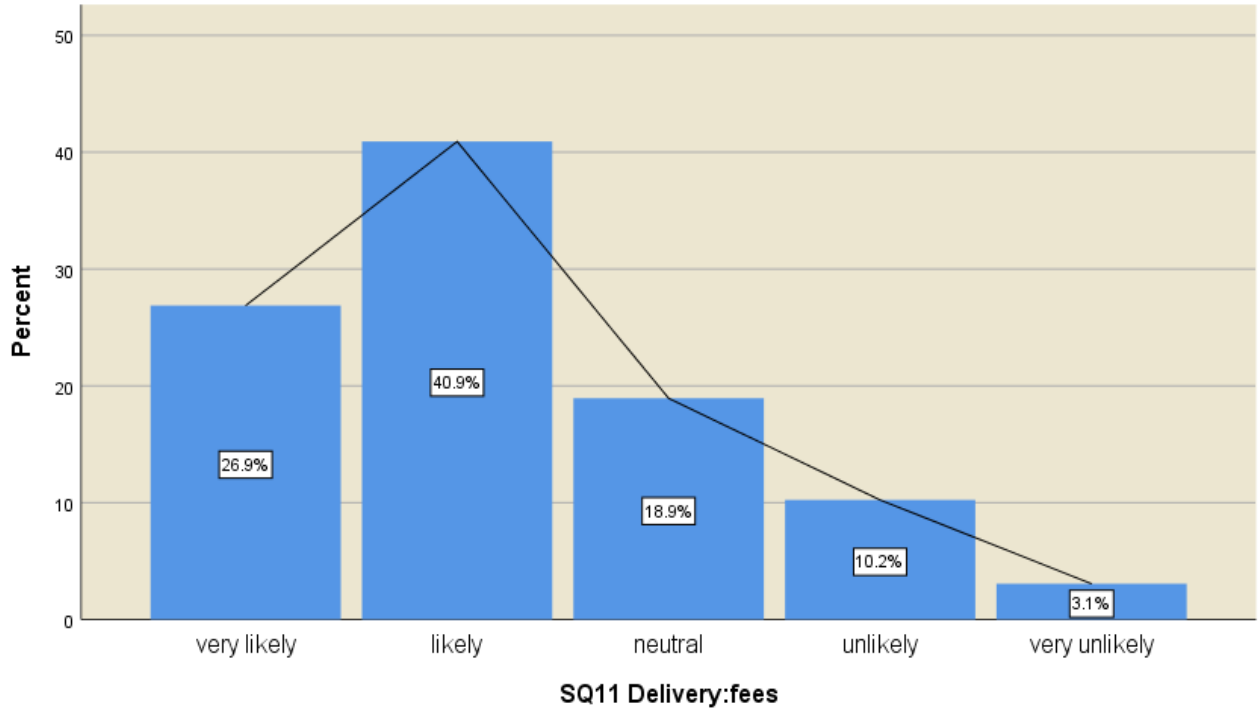


Figure 4.28 SQ11 stacked bar chart by age group

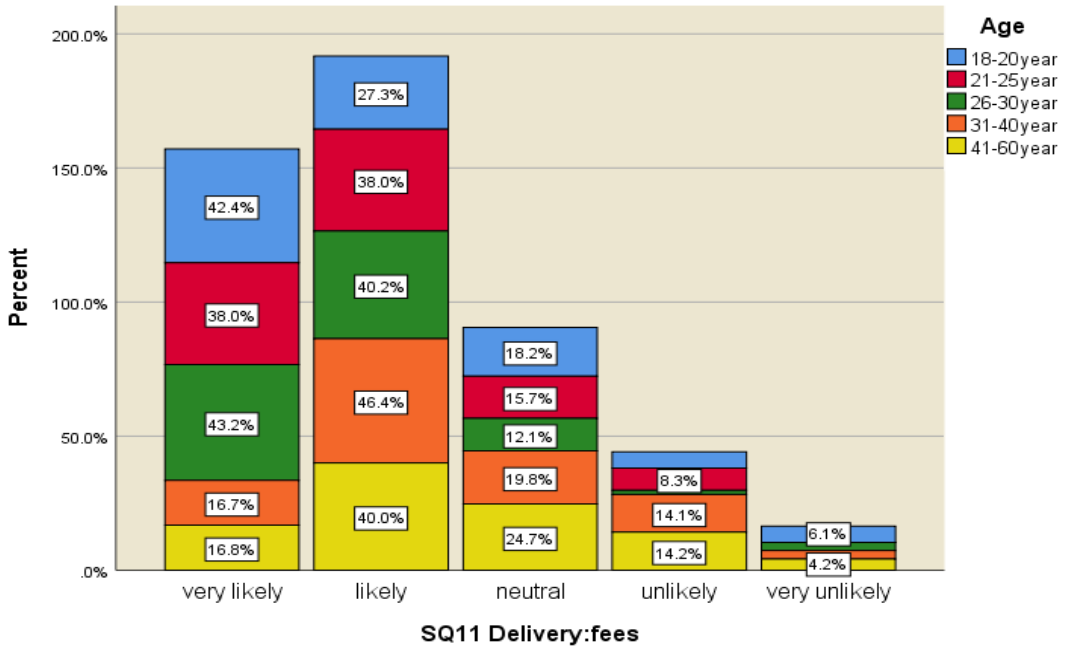


Figure 4.29 SQ11 stacked bar chart by gender

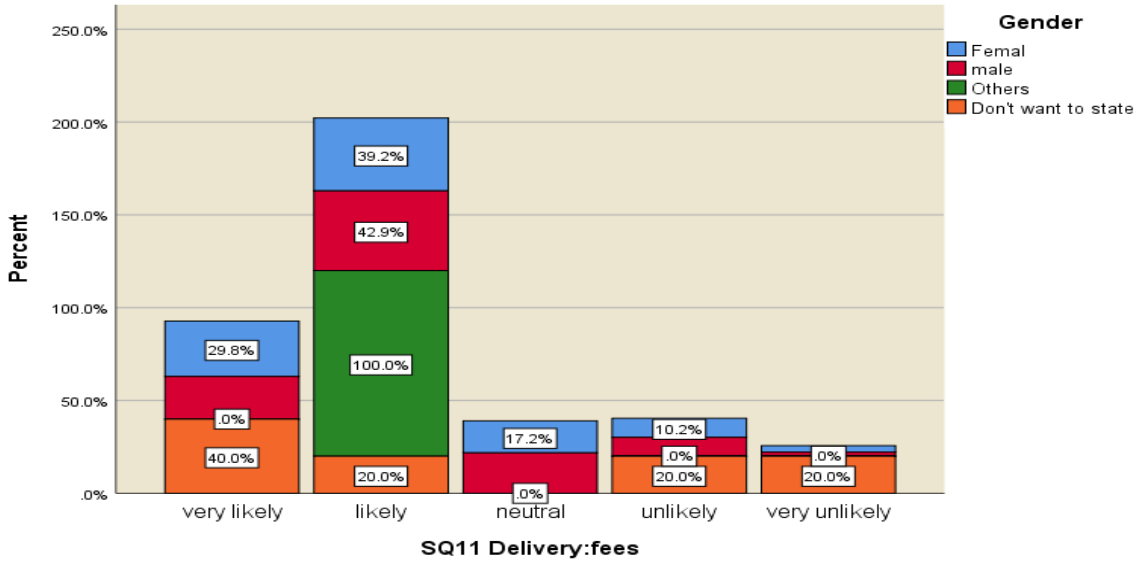


Figure 4.27 shows clearly that majority of the respondents thought delivery fees could impact their intention of online shopping. Nearly 19 percent respondent neither agree nor disagree about it, whereas only about 3 percent (20 out of 655) strongly disagree that delivery fees could affect their decision. From the perspective of age grouping, the youngest two groups chose the "very likely" most. Most participants in other age groups chose "likely". From the figure of gender grouping, most female and male chose "likely".

SQ12

Table 4.25 Number of participants to SQ12

Statistics		
SQ12 Delivery: delivery staff attitude		
N	Valid	655
	Missing	0

Table 4.26 Frequency of impact of delivery staff attitude on eCommerce choices

SQ12 Delivery: delivery staff attitude					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	139	21.2	21.2	21.2
	likely	251	38.3	38.3	59.5
	neutral	171	26.1	26.1	85.6
	unlikely	67	10.2	10.2	95.9
	very unlikely	27	4.1	4.1	100.0
	Total	655	100.0	100.0	

Figure 4.30 Bar graph about SQ12

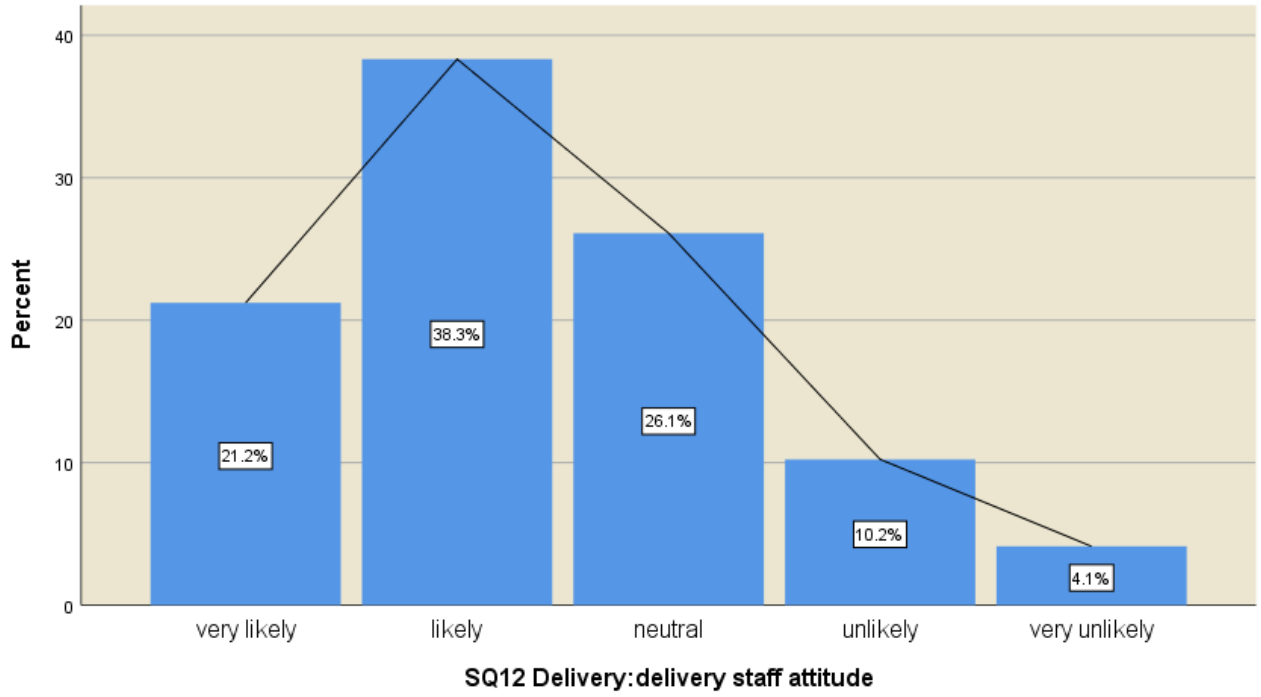


Figure 4.31 SQ12 stacked bar chart by age group

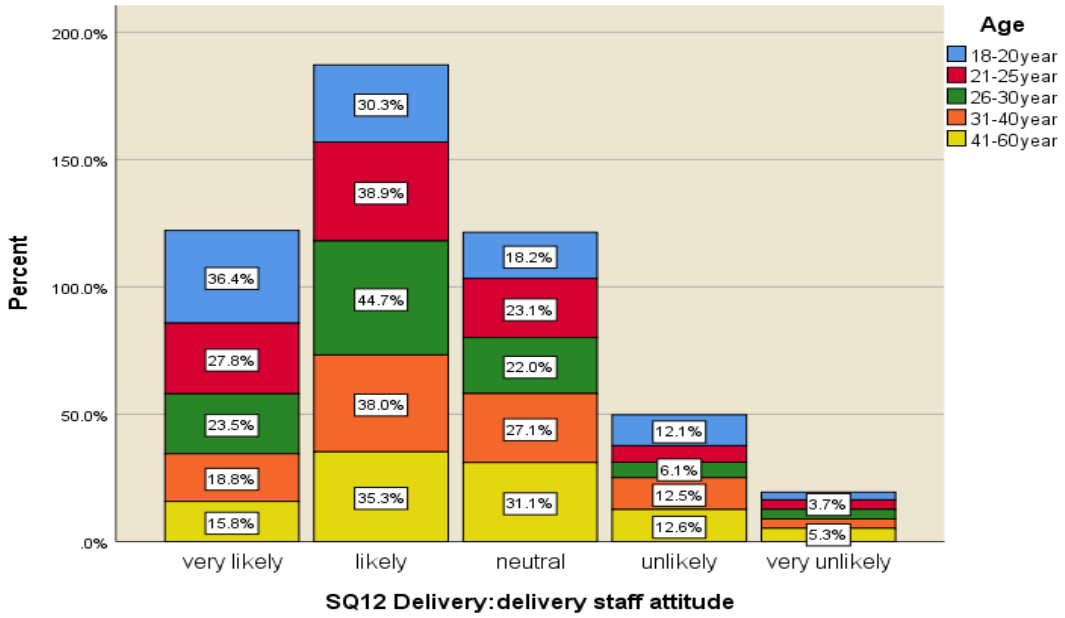


Figure 4.32 SQ12 stacked bar chart by gender

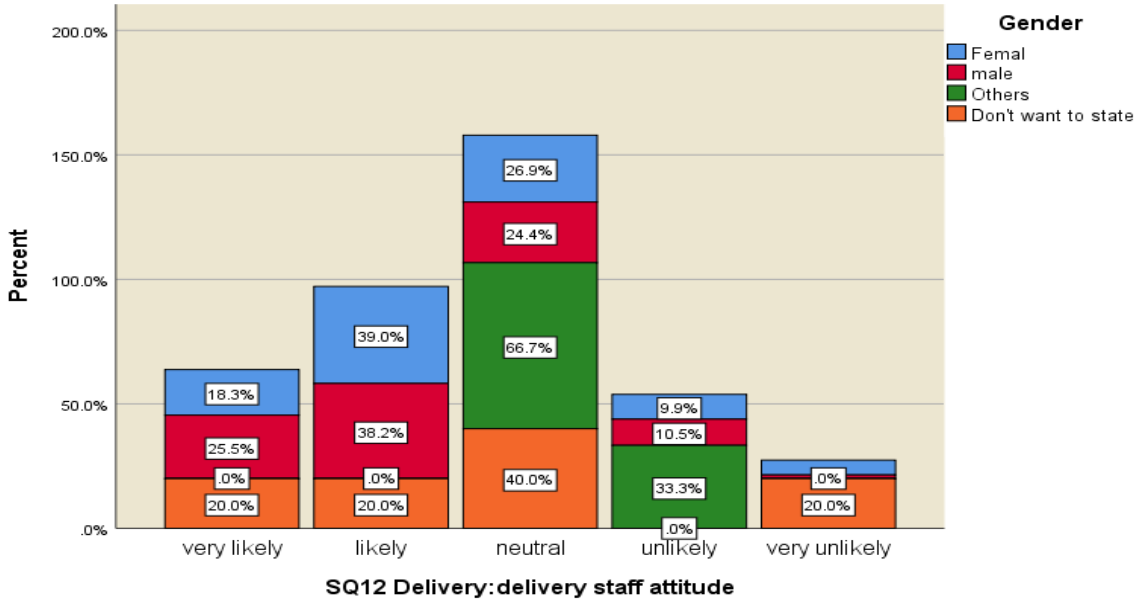


Figure 4.30 shows clearly that the delivery staff's attitude is an important element, which could affect consumers' choice of eCommerce. As can be seen from table 4.24, the participants who chose neutral was around 26 percent. Only 4 percent respondents believe this would impact on their choice very unlikely. Figure 4.31 presents all age groups chose "likely" the most. Except for the youngest group, 18-20-year, which they chose "very likely" the most again. Both majority of female and male participants clustered on "likely".

SQ13

Table 4.27 Number of participants to SQ13

Statistics		
SQ13 Information Channel: family		
N	Valid	655
	Missing	0

Table 4.28 Frequency of impact of information channel (family) on eCommerce choices

SQ13 Information Channel: family					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	107	16.3	16.3	16.3
	likely	209	31.9	31.9	48.2
	neutral	166	25.3	25.3	73.6
	unlikely	128	19.5	19.5	93.1
	very unlikely	45	6.9	6.9	100.0
	Total	655	100.0	100.0	

Figure 4.33 Bar graph about SQ13

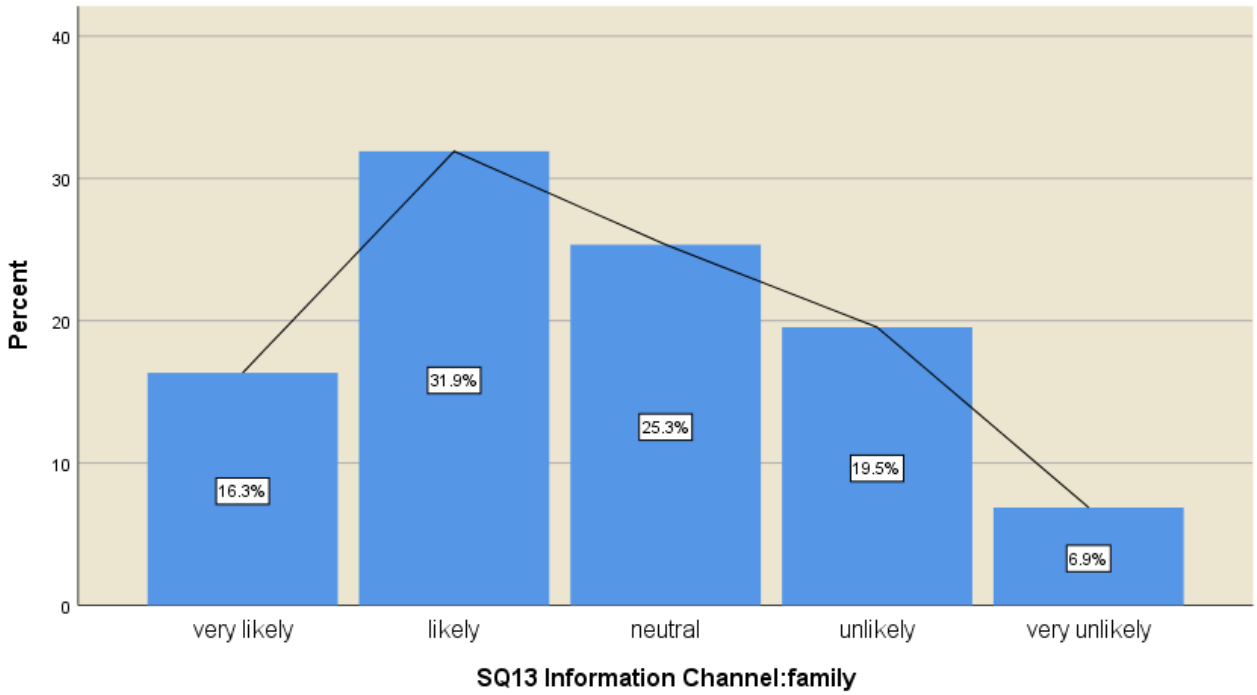


Figure 4.34 SQ13 stacked bar chart by age group

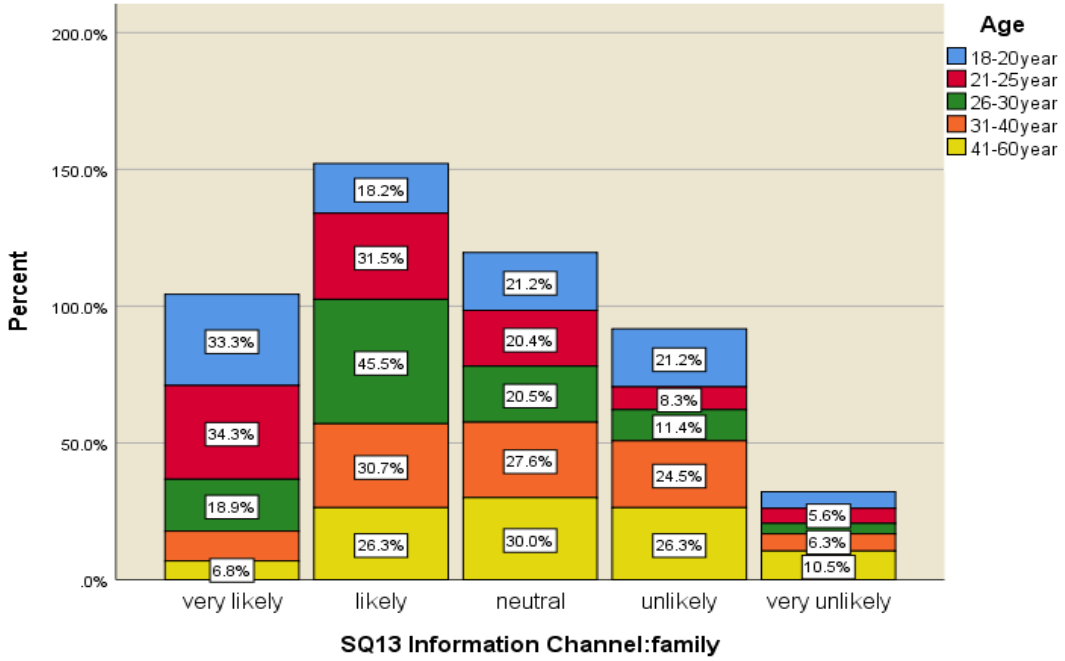


Figure 4.35 SQ13 stacked bar chart by gender

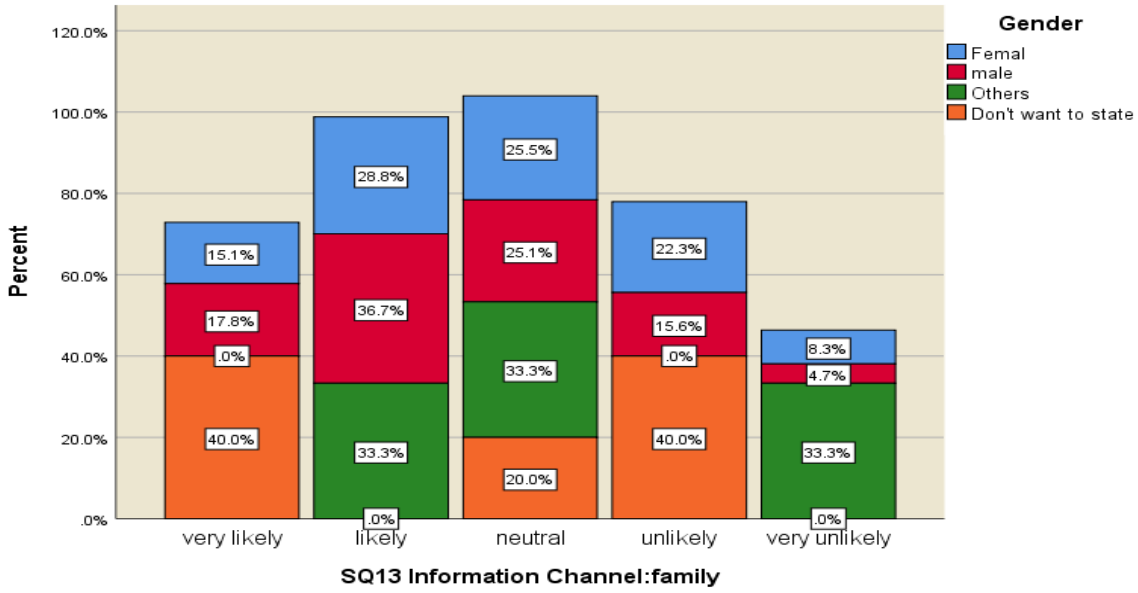


Figure 4.33 depicts that about 25 percent neither agree nor disagree that family members could affect their choice of eCommerce. However, there were nearly 48 percent respondents agreed that their families could affect the choice. Figure 4.33 shows that around 19 percent and 7 percent participants chose “unlikely” and “very unlikely” respectively on this question. The 2 youngest groups chose “very likely” the most. The majority of other age groups chose “likely”, the same as most of the female and male participants.

SQ14

Table 4.29 Number of participants to SQ14

Statistics		
SQ14 Information Channel: friends		
N	Valid	655
	Missing	0

Table 4.30 Frequency of impact of information channel (friends) on eCommerce choices

SQ14 Information Channel: friends					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	115	17.6	17.6	17.6
	likely	234	35.7	35.7	53.3
	neutral	188	28.7	28.7	82.0
	unlikely	86	13.1	13.1	95.1
	very unlikely	32	4.9	4.9	100.0
	Total	655	100.0	100.0	

Figure 4.36 Bar graph about SQ14

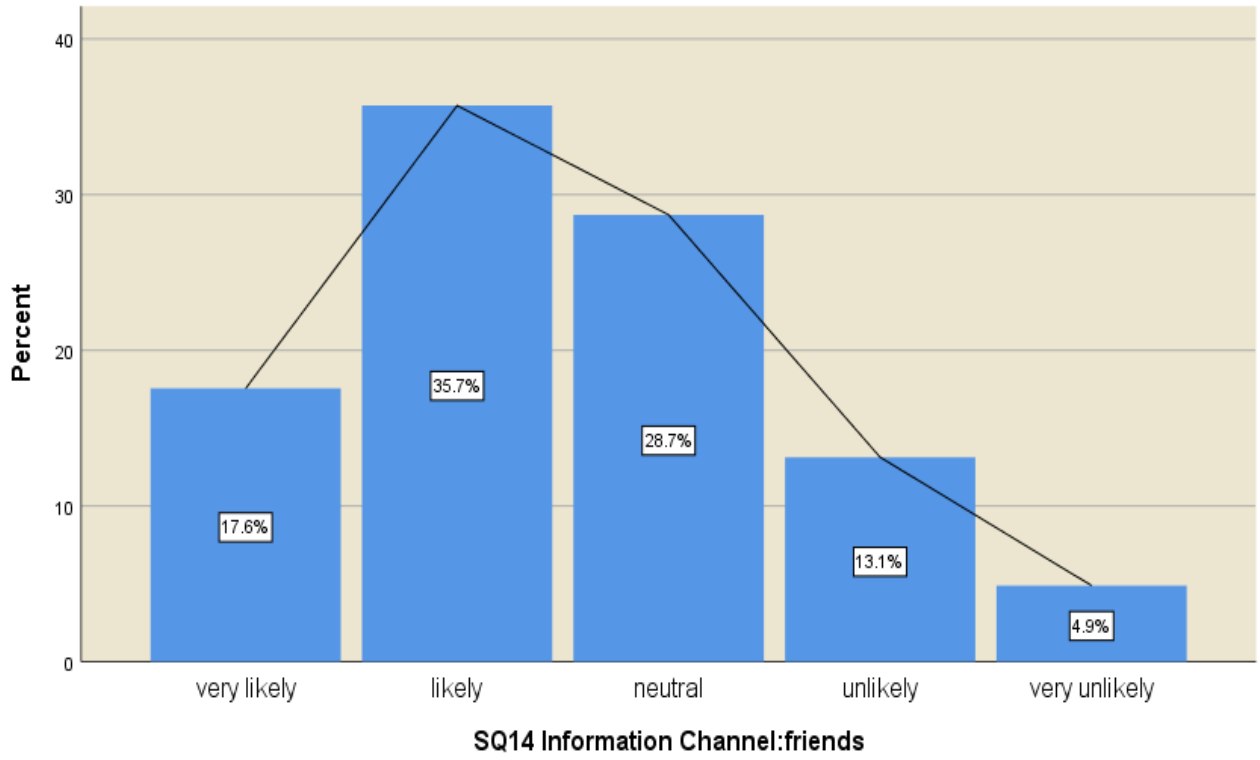


Figure 4.37 SQ14 stacked bar chart by age group

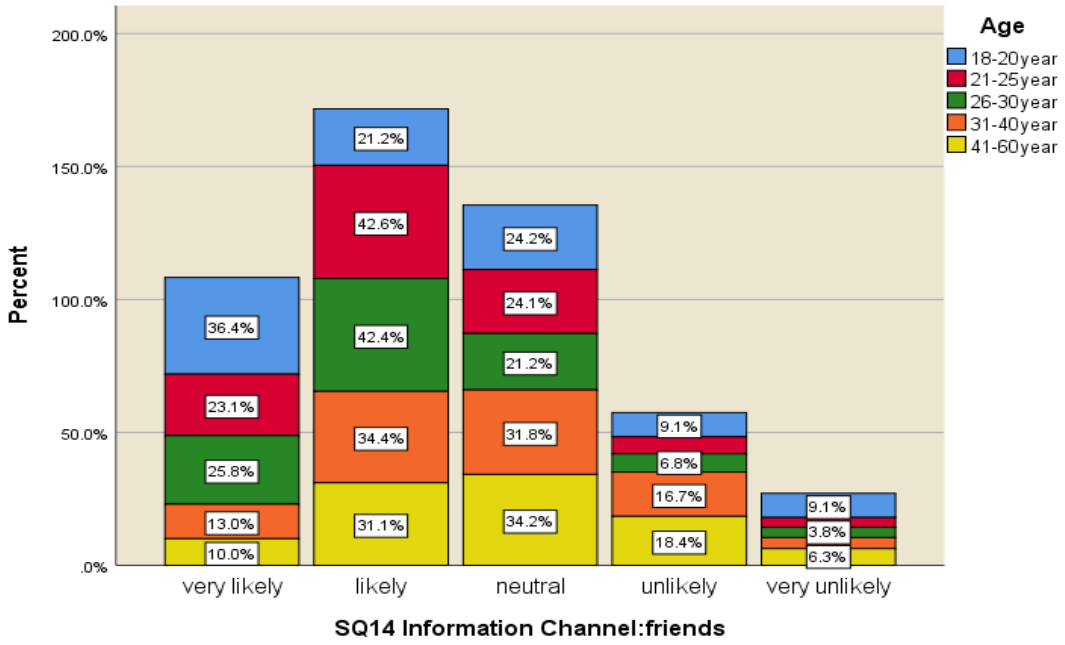


Figure 4.38 SQ14 stacked bar chart by gender

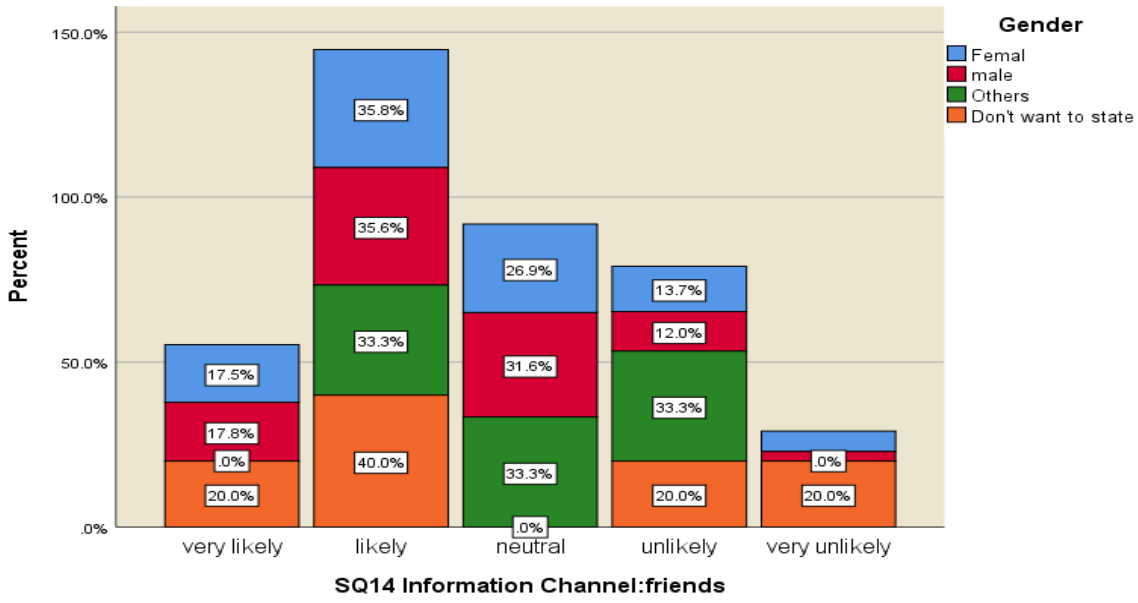


Figure 4.36 shows that percent of participants who chose “likely” is higher than others, which are about 36 percent. It is clear that participant who believes they would be affected by friends are the majority. However, the respondent who chose “neutral” is about 28.7%; it is the second most. There are only around 18 percent participants who did not think they will be affected. Unlike other age groups which chose “likely” the most, most of the youngest group chose “very likely”. Most of the female and male participants clustered on “likely” again.

SQ15

Table 4.31 Number of participants to SQ15

Statistics		
SQ15 Information Channel: social media		
N	Valid	655
	Missing	0

Table 4.32 Frequency of impact of information channel (social media) on eCommerce choices

SQ15 Information Channel: social media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	123	18.8	18.8	18.8
	likely	218	33.3	33.3	52.1
	neutral	196	29.9	29.9	82.0
	unlikely	89	13.6	13.6	95.6
	very unlikely	29	4.4	4.4	100.0
	Total	655	100.0	100.0	

Figure 4.39 Bar graph about SQ15

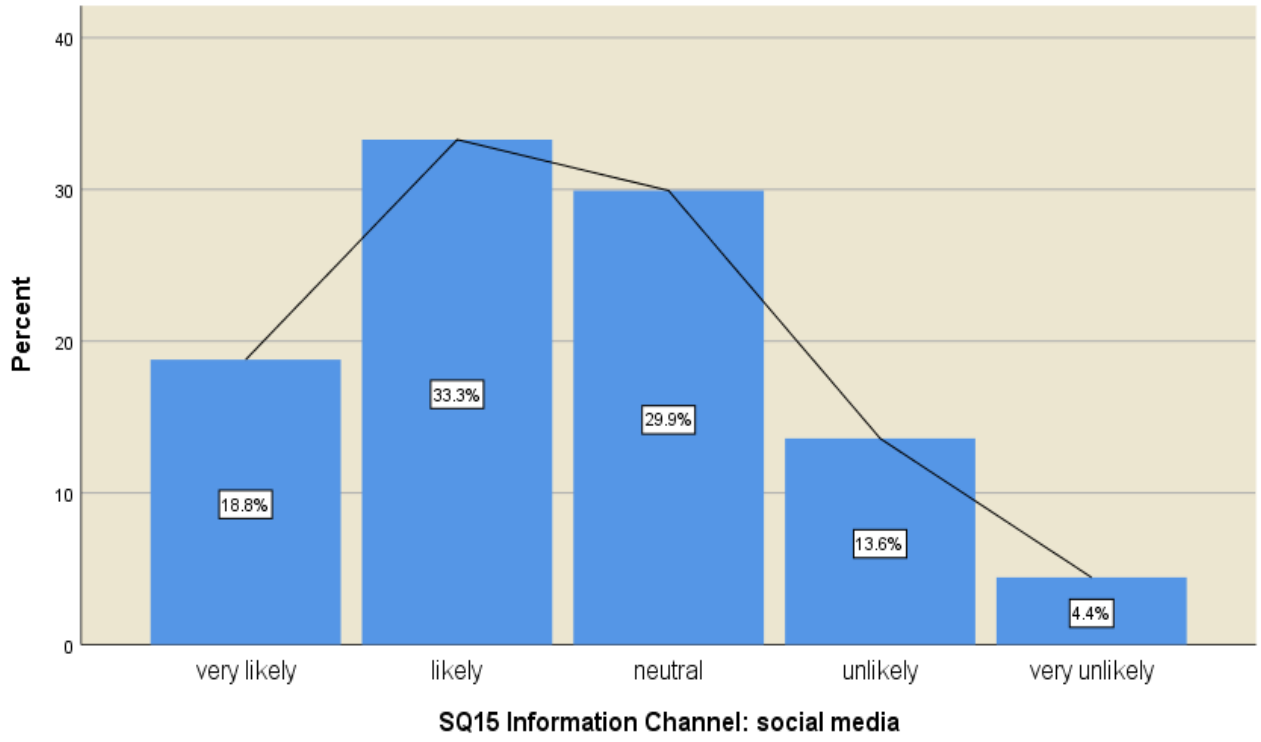


Figure 4.40 SQ15 stacked bar chart by age group

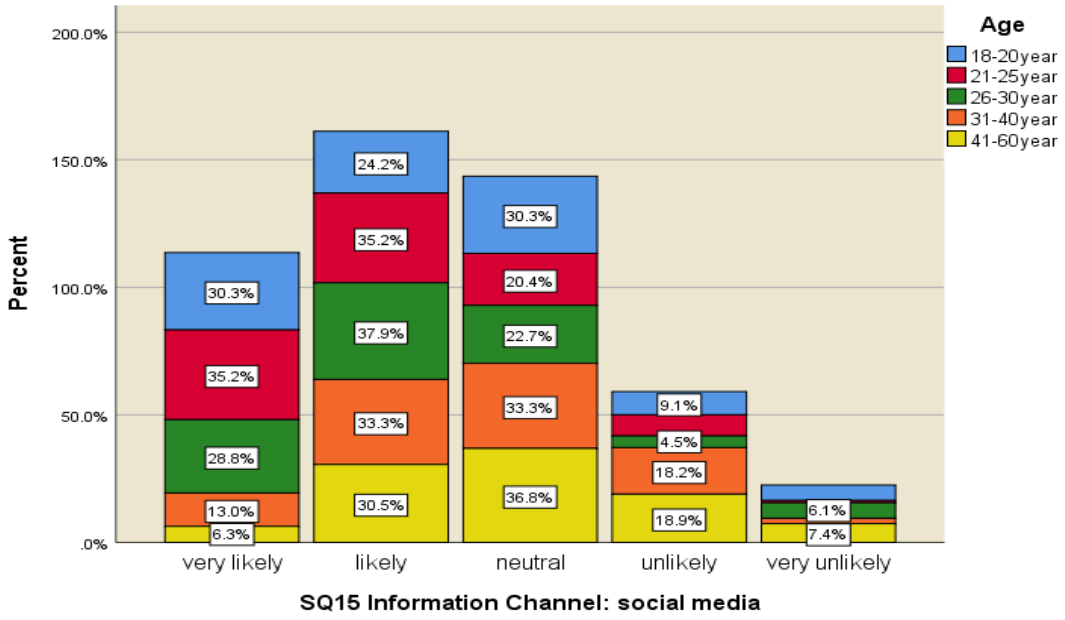


Figure 4.41 SQ15 stacked bar chart by gender

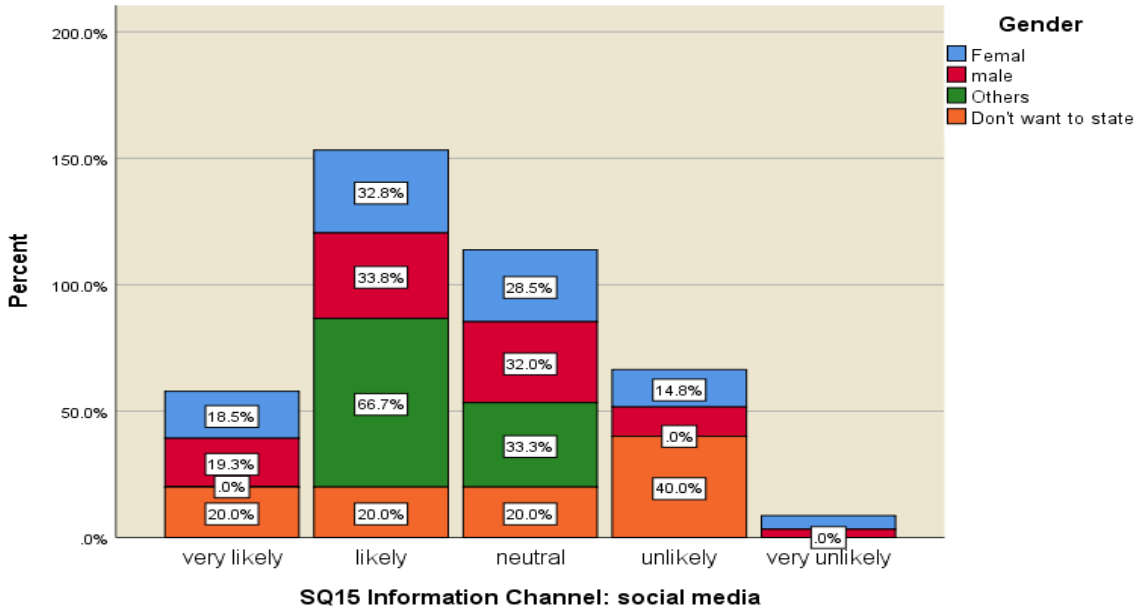


Figure 4.39 illustrates that the maximum number of respondents either believe social media could impact on their intention to purchase online. Only about 4 percent of the respondent thought that is very unlikely. 19 percent believe they were very likely to be affected by social media. However, there are 196 out of 655 participants, which is nearly 30 percent neither agree nor disagree on this. From the perspective of age grouping, the youngest group chose the "very likely" most. Most participants in other age groups chose "likely". From the chart of gender grouping, most people chose "likely".

SQ16

Table 4.33 Number of participants to SQ16

Statistics		
SQ16 Website: ease of use		
N	Valid	655
	Missing	0

Table 4.34 Frequency of impact of website (ease of use) on eCommerce choices

SQ16 Website: ease of use					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	220	33.6	33.6	33.6
	likely	262	40.0	40.0	73.6
	neutral	121	18.5	18.5	92.1
	unlikely	42	6.4	6.4	98.5
	very unlikely	10	1.5	1.5	100.0
	Total	655	100.0	100.0	

Figure 4.42 Bar graph about SQ16

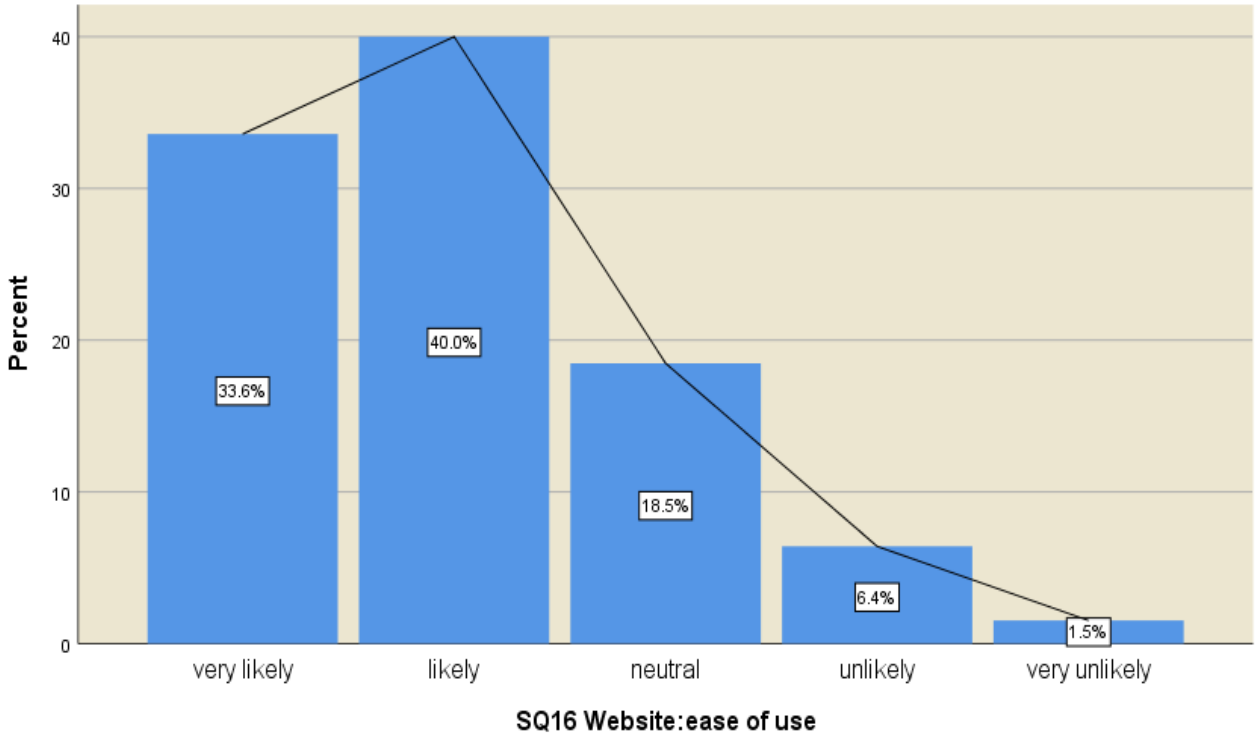


Figure 4.43 SQ16 stacked bar chart by age group

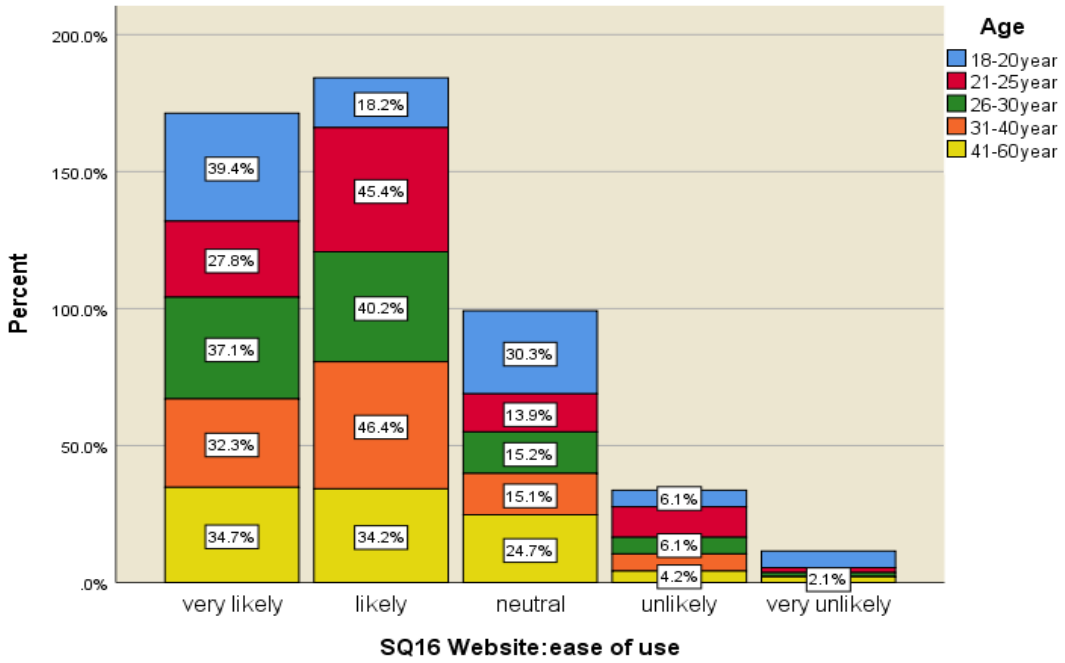


Figure 4.44 SQ16 stacked bar chart by gender

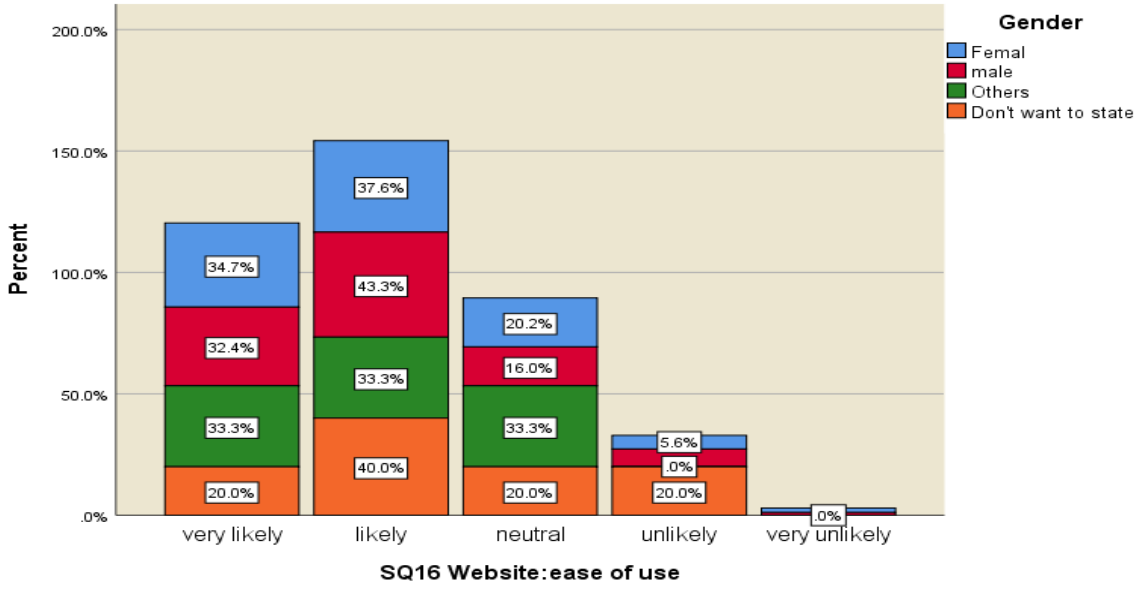


Figure 4.42 shows that the maximum number of respondents believed that ease use of eCommerce website could affect their choice. The percent for “likely” and “very likely” are about 40 and 34, respectively. There were only 10 out of 655 thought this would be very unlikely. Hence, most of the respondents thought it was an important thing that would impact on their choice of eCommerce. The youngest group and eldest group chose “very likely” the most. Other age groups chose “likely” the most, same as both female and male group.

SQ17

Table 4.35 Number of participants to SQ17

Statistics		
SQ17 Website: reliability		
N	Valid	655
	Missing	0

Table 4.36 Frequency of impact of website (reliability) on eCommerce choices

SQ17 Website: reliability					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	324	49.5	49.5	49.5
	likely	204	31.1	31.1	80.6
	neutral	81	12.4	12.4	93.0
	unlikely	29	4.4	4.4	97.4
	very unlikely	17	2.6	2.6	100.0
	Total	655	100.0	100.0	

Figure 4.45 Bar graph about SQ17

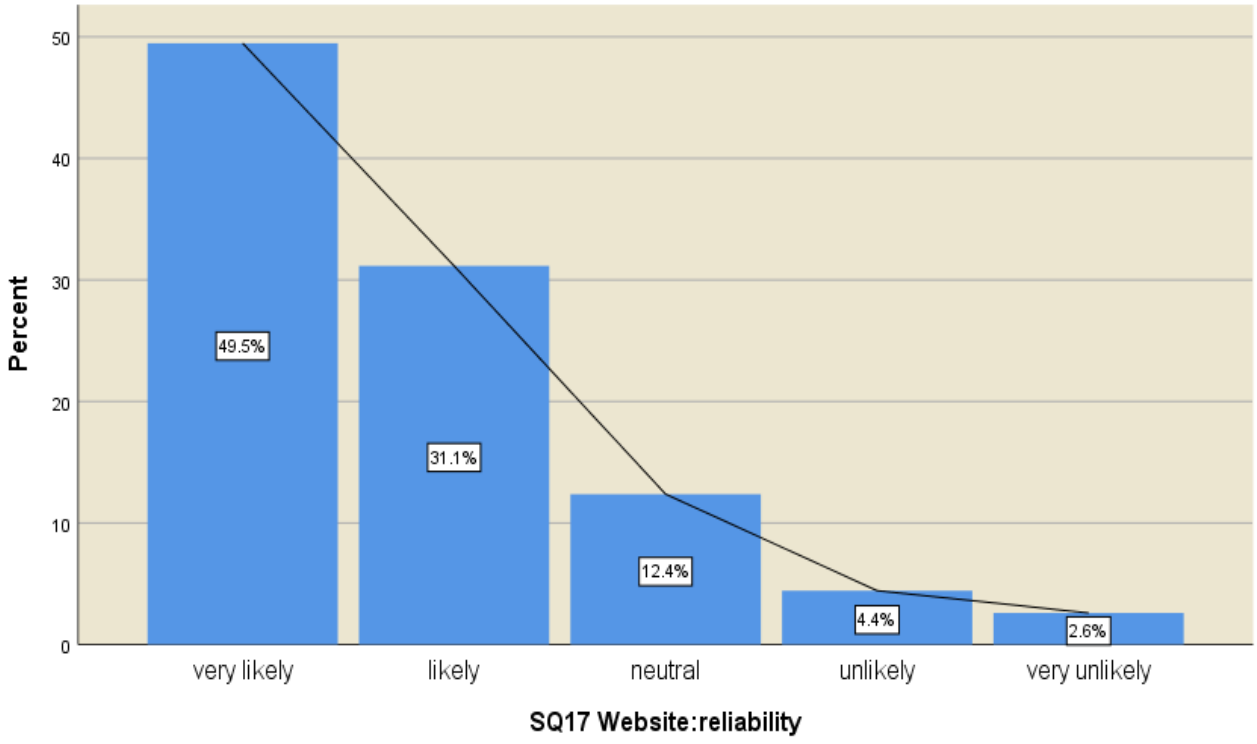


Figure 4.46 SQ17 stacked bar chart by age group

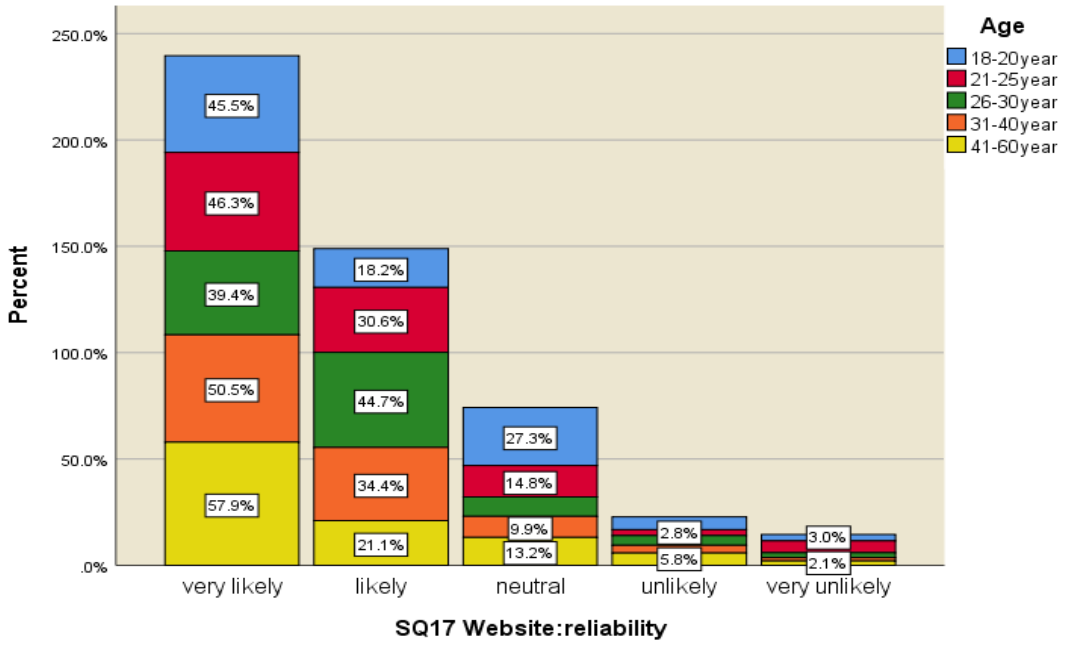


Figure 4.47 SQ17 stacked bar chart by gender

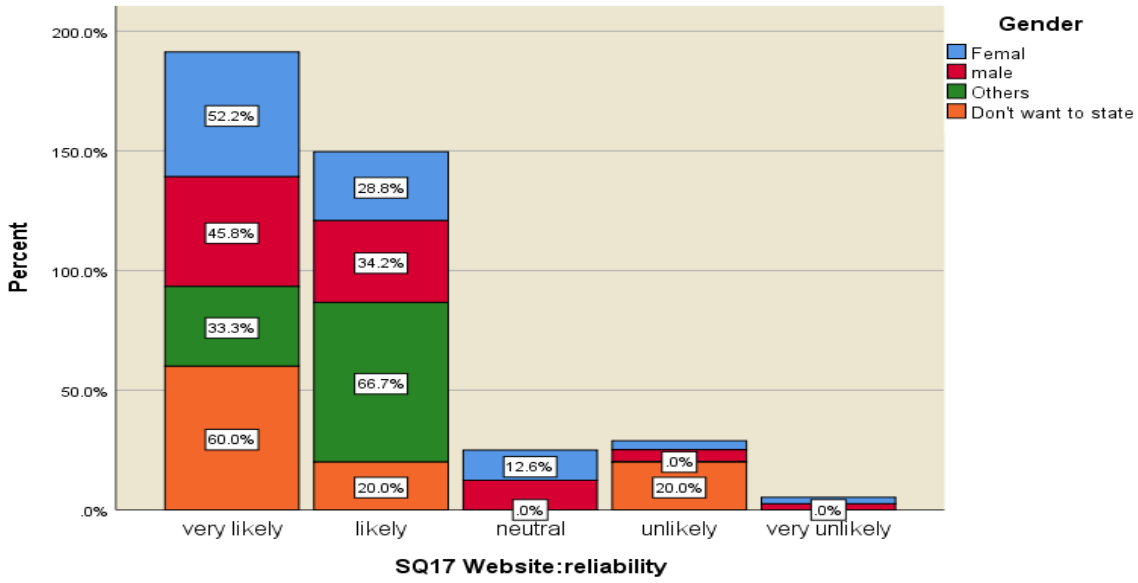


Figure 4.45 demonstrates nearly 50 percent participants thought reliability of eCommerce website could very likely affect their intention to purchase online. There were about 30 percent respondents chose “likely”. Hence, around 80 percent respondents thought it is an important element that could impact their choice of eCommerce. However, the minimum number of respondents (2.6%) thought it is very unlikely. Figure 4.46 shows the tendency of age groups is various. The maximum number of age group 26-30-year can be seen in “likely” option. The maximum number of other age groups are in “very likely”. Most of both female and male respondent chose “very likely”.

SQ18

Table 4.37 Number of participants to SQ18

Statistics		
SQ18 Culture: religion		
N	Valid	655
	Missing	0

Table 4.38 Frequency of impact of culture (religion) on eCommerce choices

SQ18 Culture: religion					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	99	15.1	15.1	15.1
	likely	139	21.2	21.2	36.3
	neutral	124	18.9	18.9	55.3
	unlikely	157	24.0	24.0	79.2
	very unlikely	136	20.8	20.8	100.0
	Total	655	100.0	100.0	

Figure 4.48 Bar graph about SQ18

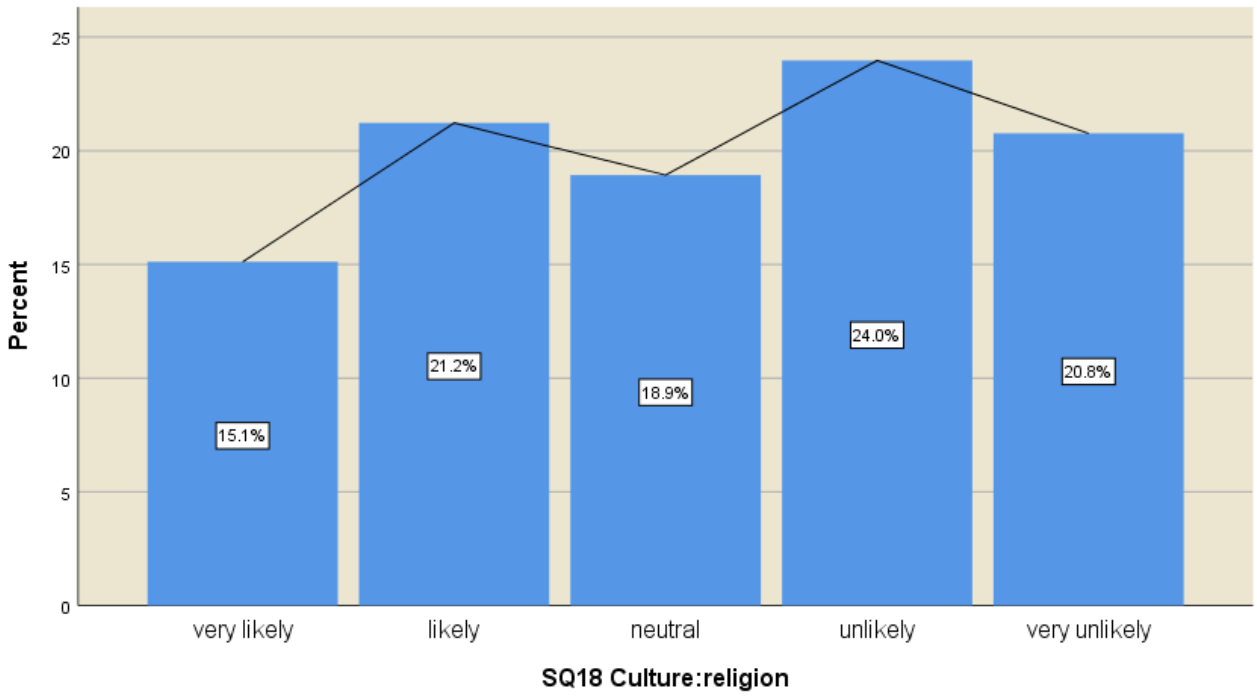


Figure 4.49 SQ18 stacked bar chart by age group

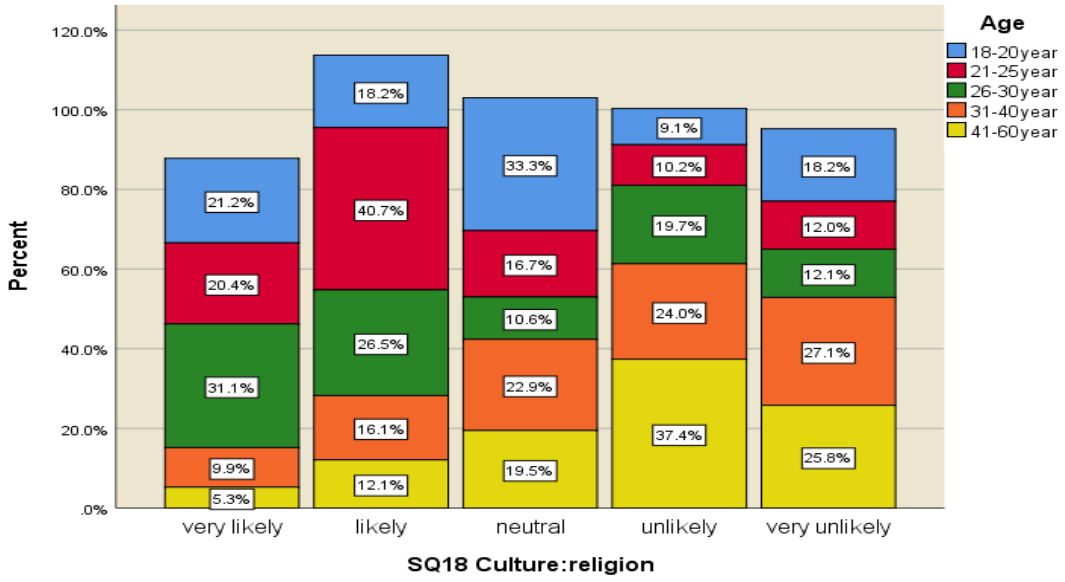
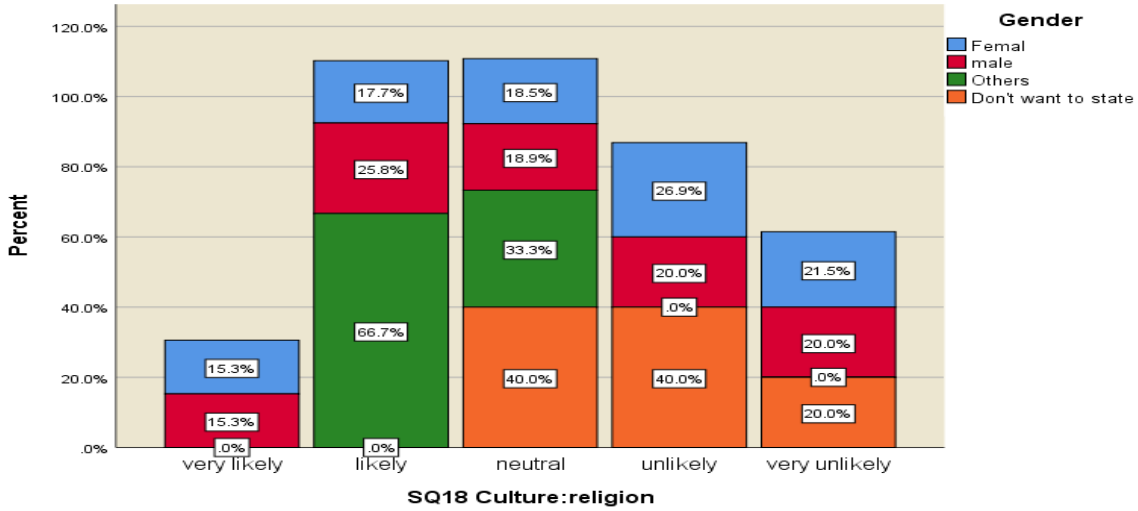


Figure 4.50 SQ18 stacked bar chart by gender



Given in Figure 4.48 is the information regarding what extent would religious beliefs influence people's choice of eCommerce. The gaps between these 5 options are very close. However, the maximum number happens in "unlikely", which is 24 percent. Only 15 percent participant believe religion could very likely influence their choice. The minimum number is in "very likely" option. Figure 4.49 shows, the age group has the most discrete distribution in this survey. The majority of the group of 18-20-year participants chose neutrality attitude. 40% of the group 21-25-year chose "likely". 31% of 26-30 chose "very likely". Most of the remaining two groups are in "likely". Figure 4.50 illustrates that even though the number of the female and male group are very close in each option, the maximum number of females is in "likely", while the maximum of the male is in "unlikely".

SQ19

Table 4.39 Number of participants to SQ19

Statistics		
SQ19 Culture: education level		
N	Valid	655
	Missing	0

Table 4.40 Frequency of impact of culture (education level) on eCommerce choices

SQ19 Culture: education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	132	20.2	20.2	20.2
	likely	210	32.1	32.1	52.2
	neutral	151	23.1	23.1	75.3
	unlikely	108	16.5	16.5	91.8
	very unlikely	54	8.2	8.2	100.0
	Total	655	100.0	100.0	

Figure 4.51 Bar graph about SQ19

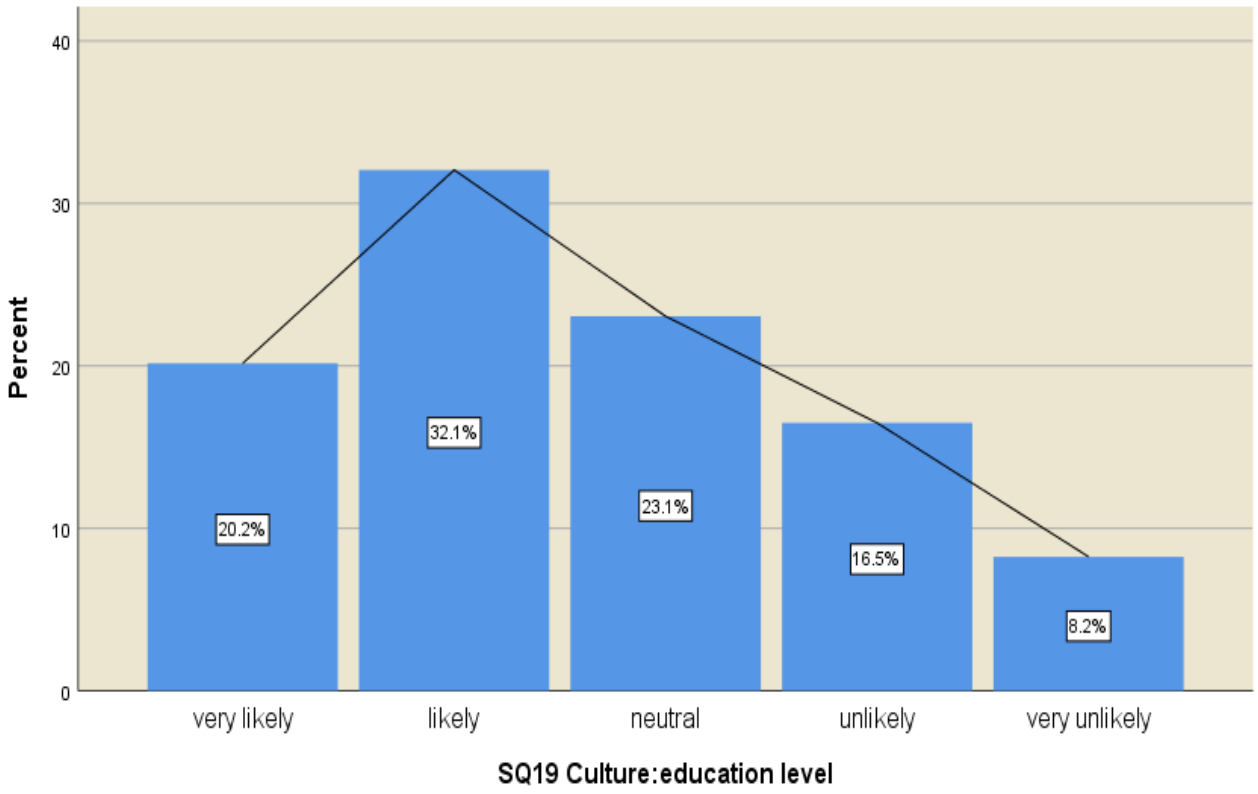


Figure 4.52 SQ19 stacked bar chart by age group

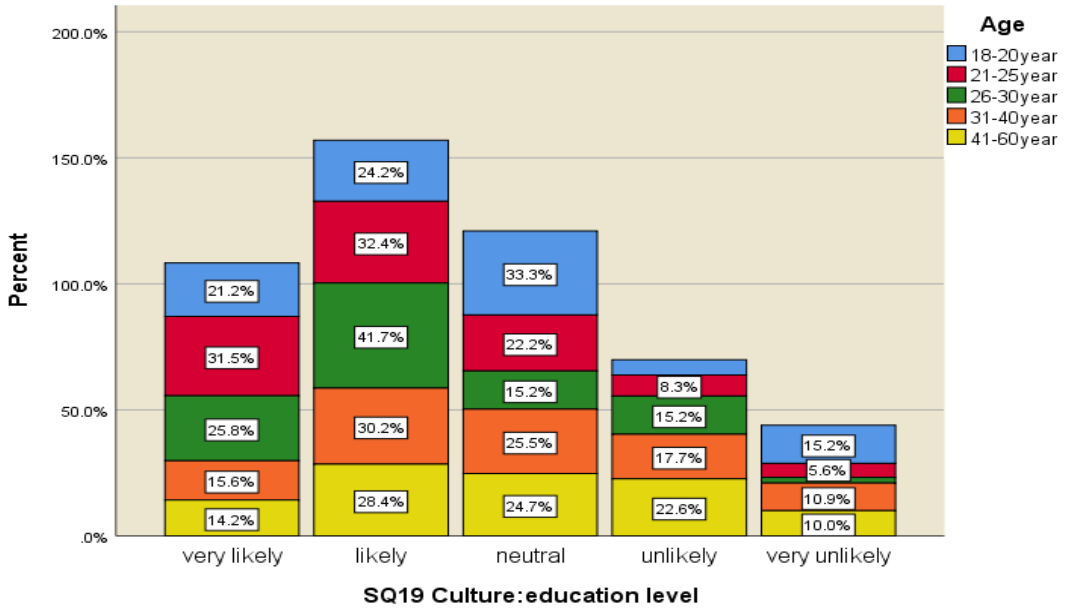


Figure 4.53 SQ19 stacked bar chart by gender

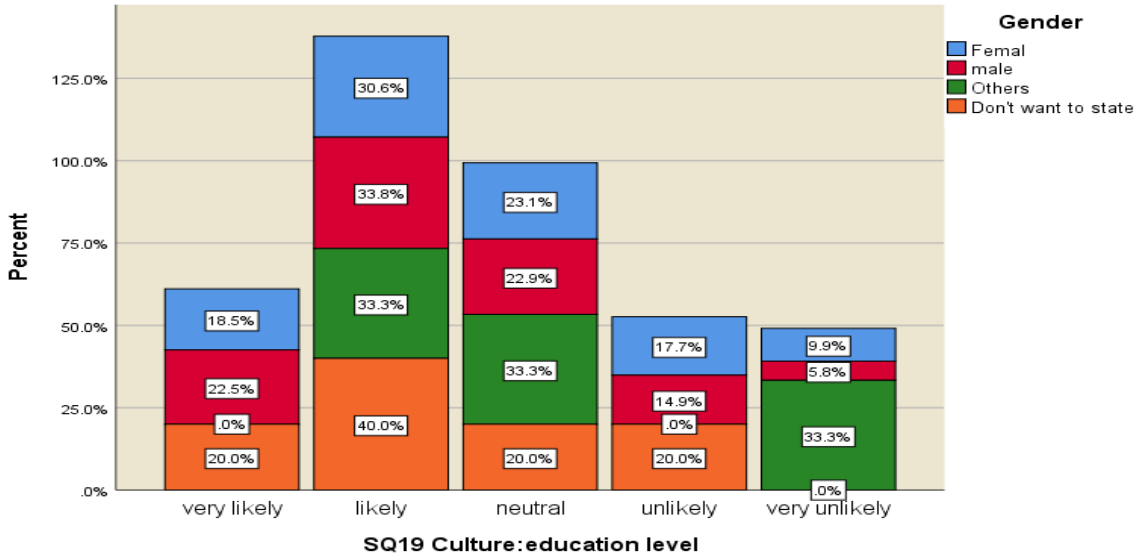


Figure 4.19 shows that over half of the respondents agreed that education level influences consumers' choice of eCommerce, despite 23 percent respondents neither agree nor disagree on this. However, there were about 8 percent respondents thought education level would very unlikely influences consumers' choice. All majority of age groups and main gender groups agreed that education level is a likely influential factor.

SQ20

Table 4.41 Number of participants to SQ20

Statistics		
SQ20 Service: pre-sale service		
N	Valid	655
	Missing	0

Table 4.42 Frequency of impact of service (pre-sale service) on eCommerce choices

SQ20 Service: pre-sale service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	225	34.4	34.4	34.4
	likely	286	43.7	43.7	78.0
	neutral	100	15.3	15.3	93.3
	unlikely	32	4.9	4.9	98.2
	very unlikely	12	1.8	1.8	100.0
	Total	655	100.0	100.0	

Figure 4.54 Bar graph about SQ20

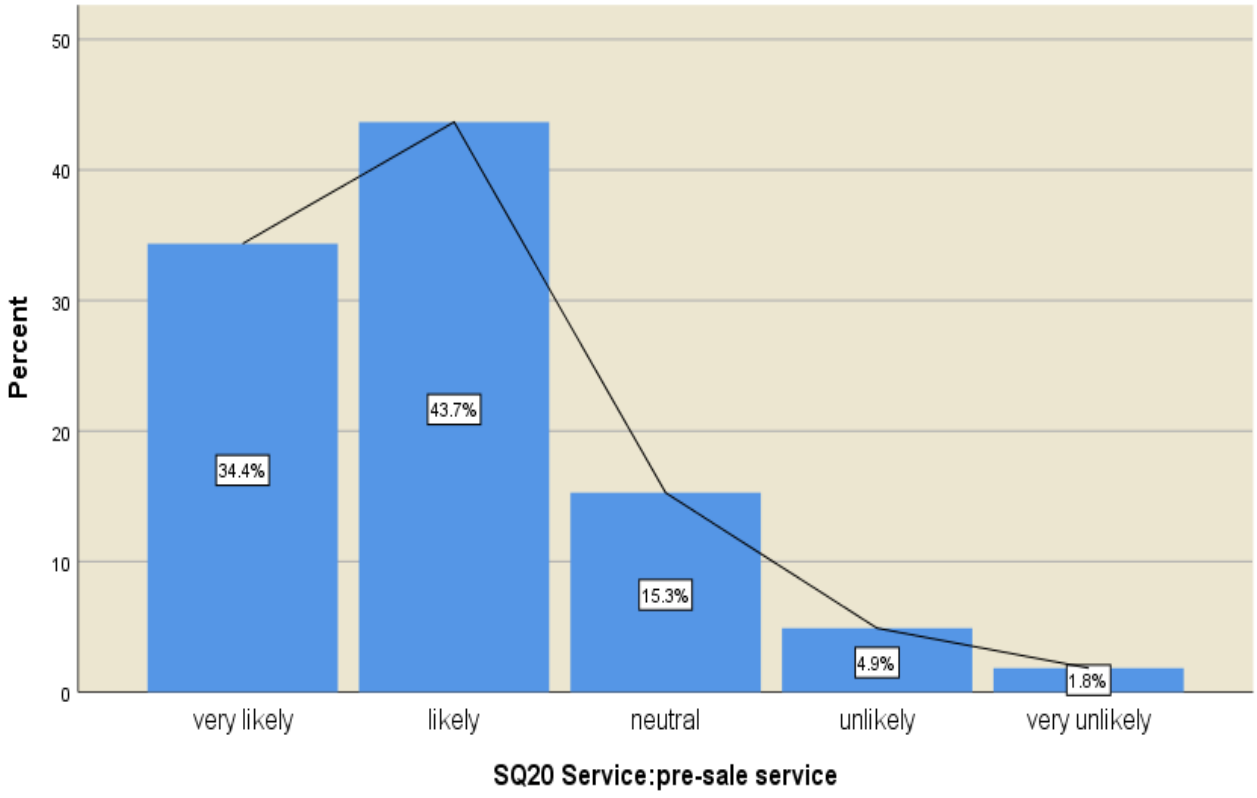


Figure 4.55 SQ20 stacked bar chart by age group

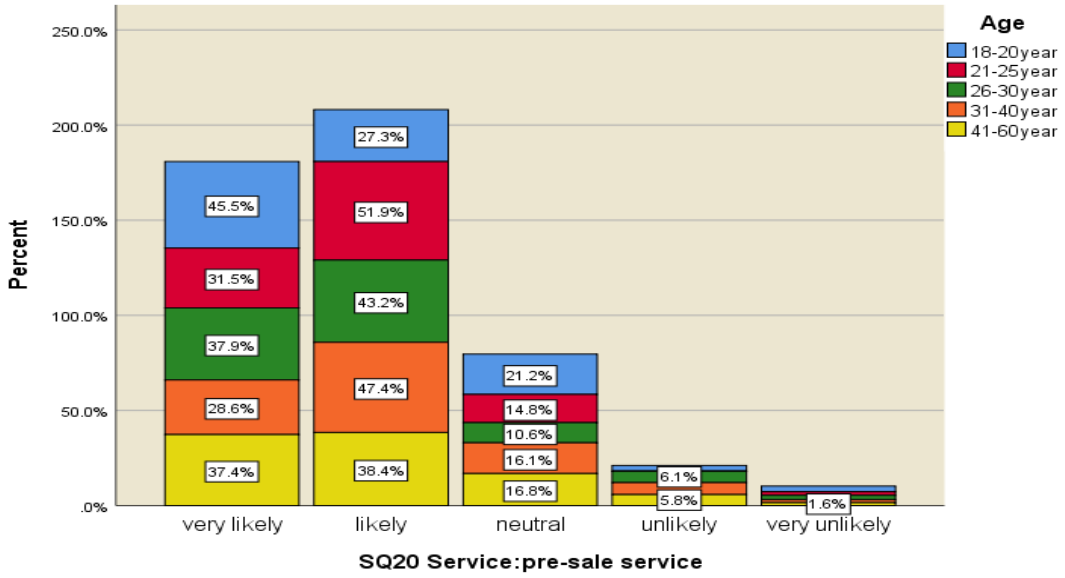


Figure 4.56 SQ20 stacked bar chart by gender

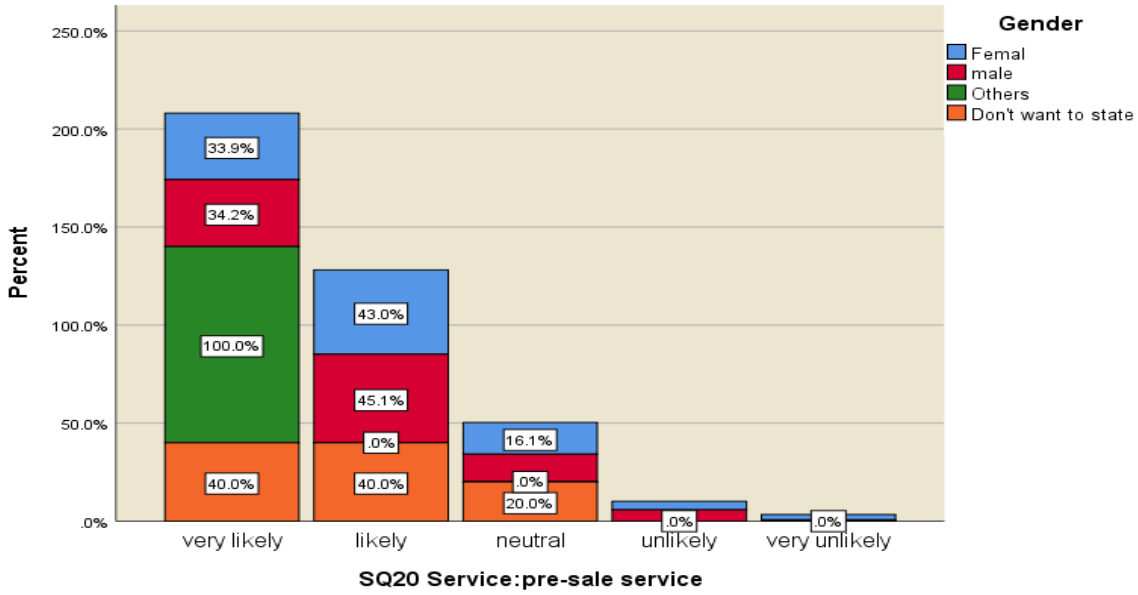


Figure 4.54 illustrates clearly that majority of the respondents agreed that pre-sale service is a factor that would very likely (34.4%) or likely (43.7%) influences their choice of eCommerce. Only 12 out of 655, which is about 2 percent of the respondents thought this is very unlikely. The maximum number of the youngest group is on “very likely”, while other age groups and main gender (female and male) groups are on “likely”.

SQ21

Table 4.43 Number of participants to SQ21

Statistics		
SQ21 Service: after-sales service		
N	Valid	655
	Missing	0

Table 4.44 Frequency of impact of service (after-sale service) on eCommerce choices

SQ21 Service: after-sales service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	299	45.6	45.6	45.6
	likely	234	35.7	35.7	81.4
	neutral	83	12.7	12.7	94.0
	unlikely	21	3.2	3.2	97.3
	very unlikely	18	2.7	2.7	100.0
	Total	655	100.0	100.0	

Figure 4.57 Bar graph about SQ21

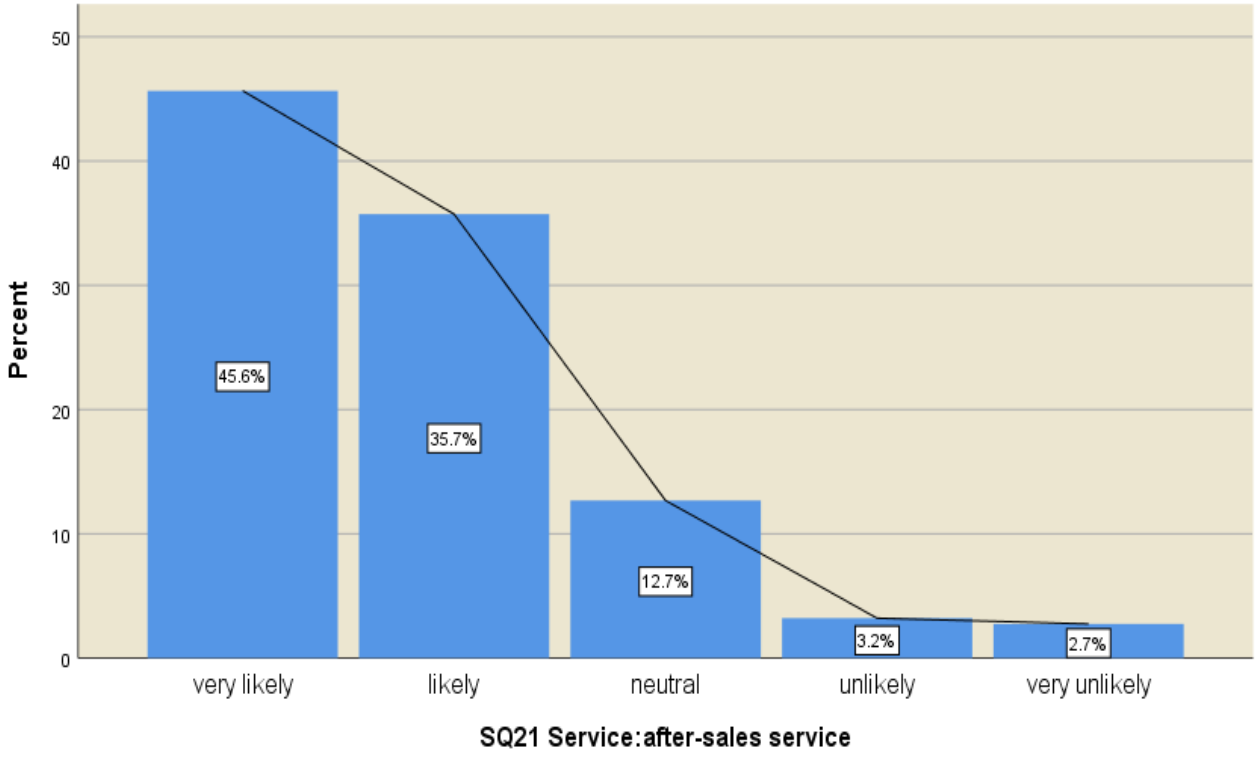


Figure 4.58 SQ21 stacked bar chart by age group

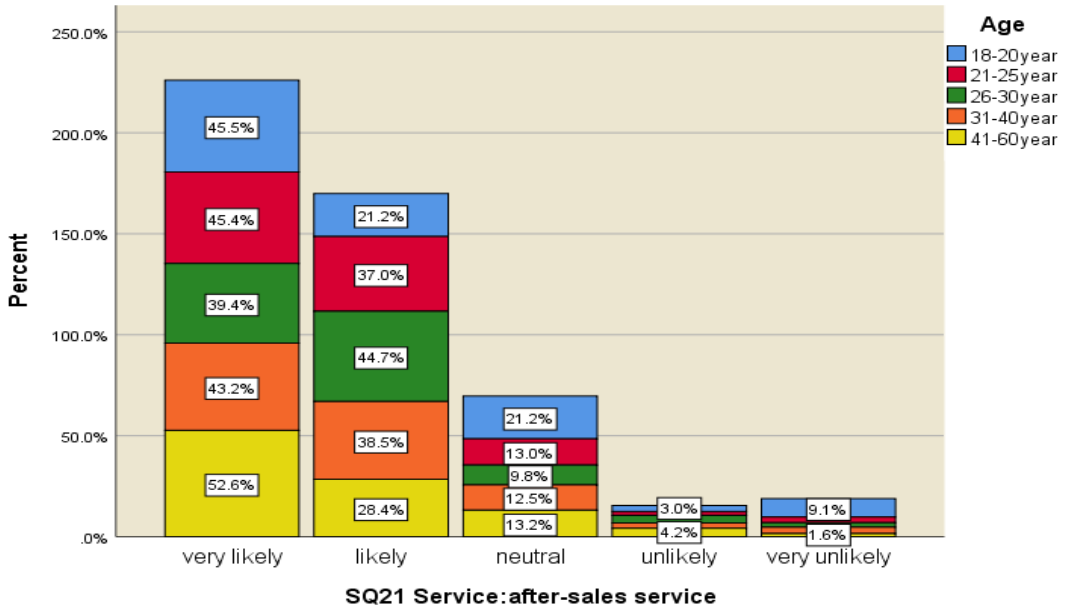


Figure 4.59 SQ21 stacked bar chart by gender

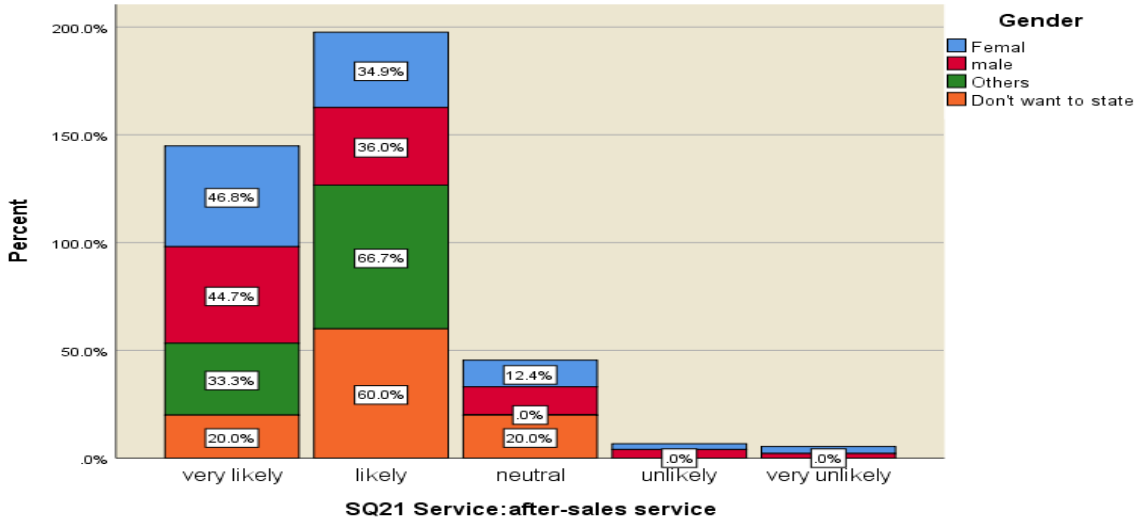


Figure 4.57 shows clearly that majority of the respondent agreed that after-sale service would very likely (45.6%) or likely (35.7%) influence their choice of eCommerce. From table 4.42, it can be noted that the respondent chose “unlikely” and “very unlikely” are all close to 3 percent. The maximum number of all age groups, except 26-30-year, can be seen in the option of “very likely”. The majority of 26-30-year considered it as “likely”. The maximum number of both female and male are in “very likely.”

From the descriptive analysis, it can be concluded that majority of the respondents participated in the survey were 31-60 years females. As female and male are 647 out of 655. The researcher would consider these two gender groups are statistically significant in the stacked bar charts by gender group.

When it comes to the influential factors for the choice of eCommerce, most respondents thought trust, review, delivery, service, the website could influence their choice. However, the number of respondents' options about whether religion, which in the Culture factor, could affect their choice of eCommerce are close in 5 options. Majority of participants disagreed that religion could affect their choice. Another survey question in the Culture factor, education level, has been agreed by majority of participant that would affect the choice of eCommerce.

When we read figures by age groups, it often shows that the youngest group tends to choose "very likely" more often than other groups. The obvious discrete distribution among age groups happened in the religion survey question (SQ18).

From the perspective of gender, the maximum number for female and male groups often appeared in the same options for most survey questions. However, it is clearly showing that male participant concern bank information more the female. Females thought religion would unlikely influence their choice of eCommerce. On the other hand, male believe this would likely influence their choice.

4.2.3 UNIVARIATE ANALYSIS: CHI-SQUARE

Univariate analysis: the researcher used the Chi-square test to find out the relationship between the demographic variables age, gender with each main survey question. To identify the relationship, p-value derived after the performance of the Chi-square test in SPSS is then compared with for the 95 percent confidence level. Hence, when the p-value is less or equal to 0.05 (the significance level), the researcher will reject the null hypothesis. The data favours the alternative hypothesis. The results are statistically significant. When the p-value is greater than the significance level (p>0.05), the null hypothesis will be accepted. The results are not significant.

Analysis of Age*Main survey questions:

Age*SQ3 Trust: Personal information

4.1 H_0: There is a no relationship between age and SQ3

4.2 H_1: There is a relationship between age and SQ3

Table 4.45 Number of respondents to SQ3

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ3 Trust: Personal information	655	100.0%	0	0.0%	655	100.0%

Table 4.46 Cross-tabulation Age*SQ3

Age * SQ3 Crosstabulation							
		SQ3 Trust: personal information					Total
		very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	10	8	6	7	2	33
	21-25year	40	43	20	4	1	108
	26-30year	33	68	21	7	3	132
	31-40year	39	73	46	29	5	192
	41-60year	36	60	56	31	7	190
Total		158	252	149	78	18	655

Table 4.47 Chi-square results for Age*SQ3

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50.483[a]	16	.000
Likelihood Ratio	52.248	16	.000
Linear-by-Linear Association	18.988	1	.000
N of Valid Cases	655		
a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is .91.			

From table 4.45,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ3. Otherwise, it can be concluded that there is a relationship between age and SQ3.

Age*SQ4 Trust: Bank information

4.3 H_0: There is a no relationship between age and SQ4

4.4 H_1: There is a relationship between age and SQ4

Table 4.48 Number of respondents to SQ4

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ4 Trust: bank information	655	100.0%	0	0.0%	655	100.0%

Table 4.49 Cross-tabulation Age*SQ4

Age * SQ4 Trust: bank information Crosstabulation								
			SQ4 Trust: bank information					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	11	10	6	4	2	33
	21-25year	Count	37	39	22	8	2	108
	26-30year	Count	56	49	17	8	2	132
	31-40year	Count	60	71	37	23	1	192
	41-60year	Count	57	47	47	35	4	190
Total		Count	221	216	129	78	11	655

Table 4.50 Chi-square results for Age*SQ4

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.623[a]	16	.006
Likelihood Ratio	33.173	16	.007
Linear-by-Linear Association	6.828	1	.009
N of Valid Cases	655		
a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .55.			

From table 4.48,

p=0.006

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ4.

Otherwise, it can be concluded that there is a relationship between age and SQ4.

Age*SQ5 Trust: Physical touch

4.5 H_0: There is a no relationship between age and SQ5

4.6 H_1: There is a relationship between age and SQ5

Table 4.51 Number of respondents to SQ5

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ5 Trust: physical touch	655	100.0%	0	0.0%	655	100.0%

Table 4.52 Cross-tabulation Age*SQ5

Age * SQ5 Trust: physical touch Crosstabulation								
			SQ5 Trust: physical touch					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	10	10	12	0	1	33
	21-25year	Count	26	52	18	10	2	108
	26-30year	Count	38	60	22	9	3	132
	31-40year	Count	30	81	49	26	6	192
	41-60year	Count	31	74	52	26	7	190
Total		Count	135	277	153	71	19	655

Table 4.53 Chi-square results for Age*SQ5

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.460[a]	16	.012
Likelihood Ratio	35.012	16	.004
Linear-by-Linear Association	14.074	1	.000
N of Valid Cases	655		
a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is .96.			

From table 4.51,

p=0.012

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ5.

Otherwise, it can be concluded that there is a relationship between age and SQ5.

Age*SQ6 Review: Quantity

4.7 H_0: There is a no relationship between age and SQ6

4.8 H_1: There is a relationship between age and SQ6

Table 4.54 Number of respondents to SQ6

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ6 Review: quantity	655	100.0%	0	0.0%	655	100.0%

Table 4.55 Cross-tabulation Age*SQ6

Age * SQ6 Review: quantity Crosstabulation								
			SQ6 Review: quantity					Total
			very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	Count	11	14	5	2	1	33
	21-25year	Count	39	44	19	5	1	108
	26-30year	Count	58	51	18	3	2	132
	31-40year	Count	59	87	34	10	2	192
	41-60year	Count	61	75	37	15	2	190
Total		Count	228	271	113	35	8	655

Table 4.56 Chi-square results for Age*SQ6

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.289[a]	16	.652
Likelihood Ratio	13.235	16	.655
Linear-by-Linear Association	2.279	1	.131
N of Valid Cases	655		
a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .40.			

From table 4.54,

p=0.652

p>0.05

Therefore, the null hypothesis Ho is accepted that states that there exists no relationship between the age and SQ6. Otherwise, it can be said that both age and SQ6 are independent of each other.

Age*SQ7 Review: Quality

4.9 H_0: There is a no relationship between age and SQ7

4.10 H_1: There is a relationship between age and SQ7

Table 4.57 Number of respondents to SQ7

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ7 Review: quality	655	100.0%	0	0.0%	655	100.0%

Table 4.58 Cross-tabulation Age*SQ7

Age * SQ7 Review: quality Crosstabulation								
			SQ7 Review: quality					Total
			very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	Count	18	7	3	4	1	33
	21-25year	Count	46	45	12	5	0	108
	26-30year	Count	44	67	9	8	4	132
	31-40year	Count	87	78	20	7	0	192
	41-60year	Count	94	57	25	11	3	190
Total		Count	289	254	69	35	8	655

Table 4.59 Chi-square results for Age*SQ7

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.865[a]	16	.008
Likelihood Ratio	35.360	16	.004
Linear-by-Linear Association	.527	1	.468
N of Valid Cases	655		
a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .40.			

From table 4.57,

p=0.008

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ7. Otherwise, it can be concluded that there is a relationship between age and SQ7.

Age*SQ8 Cost: Price

4.11 H_0: There is a no relationship between age and SQ8

4.12 H_1: There is a relationship between age and SQ8

Table 4.60 Number of respondents to SQ8

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ8 Cost: price	655	100.0%	0	0.0%	655	100.0%

Table 4.61 Cross-tabulation Age*SQ8

Age * SQ8 Cost: price Crosstabulation								
			SQ8 Cost: price					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	8	14	9	1	1	33
	21-25year	Count	28	54	23	2	1	108
	26-30year	Count	48	63	16	2	3	132
	31-40year	Count	43	106	34	7	2	192
	41-60year	Count	50	76	43	17	4	190
Total		Count	177	313	125	29	11	655

Table 4.62 Chi-square results for Age*SQ8

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.122[a]	16	.010
Likelihood Ratio	31.508	16	.012
Linear-by-Linear Association	3.520	1	.061
N of Valid Cases	655		
a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .55.			

From table 4.60,

p=0.010

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ8. Otherwise, it can be concluded that there is a relationship between age and SQ8.

Age*SQ9 Cost: Searching Time

4.13 H_0: There is a no relationship between age and SQ9

4.14 H_1: There is a relationship between age and SQ9

Table 4.63 Number of respondents to SQ9

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ9 Cost: searching time	655	100.0%	0	0.0%	655	100.0%

Table 4.64 Cross-tabulation Age*SQ9

Age * SQ9 Cost: searching time Crosstabulation								
			SQ9 Cost: search time					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	10	7	10	5	1	33
	21-25year	Count	35	36	26	8	3	108
	26-30year	Count	38	61	21	9	3	132
	31-40year	Count	34	83	51	19	5	192
	41-60year	Count	37	60	51	35	7	190
Total		Count	154	247	159	76	19	655

Table 4.65 Chi-square results for Age*SQ9

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	37.393[a]	16	.002
Likelihood Ratio	37.513	16	.002
Linear-by-Linear Association	11.173	1	.001
N of Valid Cases	655		
a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is .96.			

From table 4.63,

p=0.002

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ9. Otherwise, it can be concluded that there is a relationship between age and SQ9.

Age*SQ10 Delivery: Time

4.15 H_0: There is a no relationship between age and SQ10

4.16 H_1: There is a relationship between age and SQ10

Table 4.66 Number of respondents to SQ10

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ10 Delivery: time	655	100.0%	0	0.0%	655	100.0%

Table 4.67 Cross-tabulation Age*SQ10

Age * SQ10 Delivery: time Crosstabulation								
			SQ10 Delivery: time					Total
			very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	Count	14	5	10	2	2	33
	21-25year	Count	23	52	18	12	3	108
	26-30year	Count	49	54	20	7	2	132
	31-40year	Count	42	81	42	27	0	192
	41-60year	Count	33	60	54	37	6	190
Total		Count	161	252	144	85	13	655

Table 4.68 Chi-square results for Age*SQ10

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	59.361[a]	16	.000
Likelihood Ratio	63.163	16	.000
Linear-by-Linear Association	14.836	1	.000
N of Valid Cases	655		
a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .65.			

From table 4.66,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ10. Otherwise, it can be concluded that there is a relationship between age and SQ10.

Age*SQ11 Delivery: Fee

4.17 H_0: There is a no relationship between age and SQ11

4.18 H_1: There is a relationship between age and SQ11

Table 4.69 Number of respondents to SQ11

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ11 Delivery: fee	655	100.0%	0	0.0%	655	100.0%

Table 4.70 Cross-tabulation Age*SQ11

Age * SQ11 Delivery: fee Crosstabulation								
			SQ11 Delivery: fee					Total
			very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	Count	14	9	6	2	2	33
	21-25year	Count	41	41	17	9	0	108
	26-30year	Count	57	53	16	2	4	132
	31-40year	Count	32	89	38	27	6	192
	41-60year	Count	32	76	47	27	8	190
Total		Count	176	268	124	67	20	655

Table 4.71 Chi-square results for Age*SQ11

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	67.550[a]	16	.000
Likelihood Ratio	75.183	16	.000
Linear-by-Linear Association	30.996	1	.000
N of Valid Cases	655		
a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.01.			

From table 4.69,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ10. Otherwise, it can be concluded that there is a relationship between age and SQ10.

Age*SQ12 Delivery: Staff Attitude

4.19 H_0: There is a no relationship between age and SQ12

4.20 H_1: There is a relationship between age and SQ12

Table 4.72 Number of respondents to SQ12

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ12 Delivery: delivery staff attitude	655	100.0%	0	0.0%	655	100.0%

Table 4.73 Cross-tabulation Age*SQ12

Age * SQ12 Delivery: delivery staff attitude Crosstabulation								
			SQ12 Delivery: delivery staff attitude					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	12	10	6	4	1	33
	21-25year	Count	30	42	25	7	4	108
	26-30year	Count	31	59	29	8	5	132
	31-40year	Count	36	73	52	24	7	192
	41-60year	Count	30	67	59	24	10	190
Total		Count	139	251	171	67	27	655

Table 4.74 Chi-square results for Age*SQ12

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.333[a]	16	.133
Likelihood Ratio	22.248	16	.135
Linear-by-Linear Association	13.148	1	.000
N of Valid Cases	655		
a. 3 cells (12.0%) have expected count less than 5. The minimum expected count is 1.36.			

From table 4.72,

p=0.133

p>0.05

Therefore, the null hypothesis Ho is accepted that states that there exists no relationship between the age and SQ12. Otherwise, it can be said that both age and SQ12 are independent of each other.

Age*SQ13 Information Channel: Family

4.21 H_0: There is a no relationship between age and SQ13

4.22 H_1: There is a relationship between age and SQ13

Table 4.75 Number of respondents to SQ13

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ13 Information Channel: family	655	100.0%	0	0.0%	655	100.0%

Table 4.76 Cross-tabulation Age*SQ13

Age * SQ13 Information Channel: family Crosstabulation								
			SQ13 Information Channel: family					Total
			very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	Count	11	6	7	7	2	33
	21-25year	Count	37	34	22	9	6	108
	26-30year	Count	25	60	27	15	5	132
	31-40year	Count	21	59	53	47	12	192
	41-60year	Count	13	50	57	50	20	190
Total		Count	107	209	166	128	45	655

Table 4.77 Chi-square results for Age*SQ13

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	81.854[a]	16	.000
Likelihood Ratio	80.374	16	.000
Linear-by-Linear Association	46.357	1	.000
N of Valid Cases	655		
a. 1 cells (4.0%) have expected count less than 5. The minimum expected count is 2.27.			

From table 4.75,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ13. Otherwise, it can be concluded that there is a relationship between age and SQ13.

Age*SQ14 Information Channel: Friends

4.23 H_0: There is a no relationship between age and SQ14

4.24 H_1: There is a relationship between age and SQ14

Table 4.78 Number of respondents to SQ14

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ14 Information Channel: friends	655	100.0%	0	0.0%	655	100.0%

Table 4.79 Cross-tabulation Age*SQ14

Age * SQ14 Information Channel: friends Crosstabulation								
			SQ14 Information Channel: friends					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	12	7	8	3	3	33
	21-25year	Count	25	46	26	7	4	108
	26-30year	Count	34	56	28	9	5	132
	31-40year	Count	25	66	61	32	8	192
	41-60year	Count	19	59	65	35	12	190
Total		Count	115	234	188	86	32	655

Table 4.80 Chi-square results for Age*SQ14

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	51.358[a]	16	.000
Likelihood Ratio	51.625	16	.000
Linear-by-Linear Association	26.819	1	.000
N of Valid Cases	655		
a. 2 cells (8.0%) have expected count less than 5. The minimum expected count is 1.61.			

From table 4.78,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ14. Otherwise, it can be concluded that there is a relationship between age and SQ14.

Age*SQ15 Information Channel: Social media

4.25 H_0: There is a no relationship between age and SQ15

4.26 H_1: There is a relationship between age and SQ15

Table 4.81 Number of respondents to SQ15

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ15 Information Channel: social media	655	100.0%	0	0.0%	655	100.0%

Table 4.82 Cross-tabulation Age*SQ15

Age * SQ15 Information Channel: social media Crosstabulation								
			SQ15 Information Channel: social media					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	10	8	10	3	2	33
	21-25year	Count	38	38	22	9	1	108
	26-30year	Count	38	50	30	6	8	132
	31-40year	Count	25	64	64	35	4	192
	41-60year	Count	12	58	70	36	14	190
Total		Count	123	218	196	89	29	655

Table 4.83 Chi-square results for Age*SQ15

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	83.295[a]	16	.000
Likelihood Ratio	88.855	16	.000
Linear-by-Linear Association	48.068	1	.000
N of Valid Cases	655		
a. 3 cells (12.0%) have expected count less than 5. The minimum expected count is 1.46.			

From table 4.81,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ15. Otherwise, it can be concluded that there is a relationship between age and SQ15.

Age*SQ16 Website: Ease of use

4.27 H_0: There is a no relationship between age and SQ16

4.28 H_1: There is a relationship between age and SQ16

Table 4.84 Number of respondents to SQ16

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ16 Website: ease of use	655	100.0%	0	0.0%	655	100.0%

Table 4.85 Cross-tabulation Age*SQ16

Age * SQ16 Website: ease of use Crosstabulation								
			SQ16 Website: ease of use					Total
			very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	Count	13	6	10	2	2	33
	21-25year	Count	30	49	15	12	2	108
	26-30year	Count	49	53	20	8	2	132
	31-40year	Count	62	89	29	12	0	192
	41-60year	Count	66	65	47	8	4	190
Total		Count	220	262	121	42	10	655

Table 4.86 Chi-square results for Age*SQ16

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.108[a]	16	.007
Likelihood Ratio	34.043	16	.005
Linear-by-Linear Association	.975	1	.324
N of Valid Cases	655		
a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .50.			

From table 4.84,

p=0.007

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ16. Otherwise, it can be concluded that there is a relationship between age and SQ16.

Age*SQ17 Website: Reliability

4.29 H_0: There is a no relationship between age and SQ17

4.30 H_1: There is a relationship between age and SQ17

Table 4.87 Number of respondents to SQ17

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ17 Website: reliability	655	100.0%	0	0.0%	655	100.0%

Table 4.88 Cross-tabulation Age*SQ17

Age * SQ17 Website: reliability Crosstabulation								
			SQ17 Website: reliability					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	15	6	9	2	1	33
	21-25year	Count	50	33	16	3	6	108
	26-30year	Count	52	59	12	6	3	132
	31-40year	Count	97	66	19	7	3	192
	41-60year	Count	110	40	25	11	4	190
Total		Count	324	204	81	29	17	655

Table 4.89 Chi-square results for Age*SQ17

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	37.497[a]	16	.002
Likelihood Ratio	35.625	16	.003
Linear-by-Linear Association	4.861	1	.027
N of Valid Cases	655		
a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .86.			

From table 4.87,

p=0.002

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ17. Otherwise, it can be concluded that there is a relationship between age and SQ17.

Age*SQ18 Culture: Religion

4.31 H_0: There is a no relationship between age and SQ18

4.32 H_1: There is a relationship between age and SQ18

Table 4.90 Number of respondents to SQ18

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ18 Culture: religion	655	100.0%	0	0.0%	655	100.0%

Table 4.91 Cross-tabulation Age*SQ18

Age * SQ18 Culture: religion Crosstabulation								
			SQ18 Culture: religion					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	7	6	11	3	6	33
	21-25year	Count	22	44	18	11	13	108
	26-30year	Count	41	35	14	26	16	132
	31-40year	Count	19	31	44	46	52	192
	41-60year	Count	10	23	37	71	49	190
Total		Count	99	139	124	157	136	655

Table 4.92 Chi-square results for Age*SQ18

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	123.747[a]	16	.000
Likelihood Ratio	122.690	16	.000
Linear-by-Linear Association	64.330	1	.000
N of Valid Cases	655		
a. 1 cells (4.0%) have expected count less than 5. The minimum expected count is 4.99.			

From table 4.90,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ18. Otherwise, it can be concluded that there is a relationship between age and SQ18.

Age*SQ19 Culture: Education level

4.33 H_0: There is a no relationship between age and SQ19

4.34 H_1: There is a relationship between age and SQ19

Table 4.93 Number of respondents to SQ19

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ19 Culture: education level	655	100.0%	0	0.0%	655	100.0%

Table 4.94 Cross-tabulation Age*SQ19

Age * SQ19 Culture: education level Crosstabulation								
			SQ19 Culture: education level					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	7	8	11	2	5	33
	21-25year	Count	34	35	24	9	6	108
	26-30year	Count	34	55	20	20	3	132
	31-40year	Count	30	58	49	34	21	192
	41-60year	Count	27	54	47	43	19	190
Total		Count	132	210	151	108	54	655

Table 4.95 Chi-square results for Age*SQ19

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47.683[a]	16	.000
Likelihood Ratio	50.185	16	.000
Linear-by-Linear Association	18.988	1	.000
N of Valid Cases	655		
a. 1 cells (4.0%) have expected count less than 5. The minimum expected count is 2.72.			

From table 4.93,

p=0.000

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ19. Otherwise, it can be concluded that there is a relationship between age and SQ19.

Age*SQ20 Service: Pre-sale service

4.35 H_0: There is a no relationship between age and SQ20

4.36 H_1: There is a relationship between age and SQ20

Table 4.96 Number of respondents to SQ20

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ20 Service: pre-sale service	655	100.0%	0	0.0%	655	100.0%

Table 4.97 Cross-tabulation Age*SQ20

Age * SQ20 Service: pre-sale service Crosstabulation								
			SQ20 Service: pre-sale service					
			very likely	likely	neutral	unlikely	very unlikely	Total
Age	18-20year	Count	15	9	7	1	1	33
	21-25year	Count	34	56	16	0	2	108
	26-30year	Count	50	57	14	8	3	132
	31-40year	Count	55	91	31	12	3	192
	41-60year	Count	71	73	32	11	3	190
Total		Count	225	286	100	32	12	655

Table 4.98 Chi-square results for Age*SQ20

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.284[a]	16	.208
Likelihood Ratio	25.812	16	.057
Linear-by-Linear Association	.843	1	.359
N of Valid Cases	655		
a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .60.			

From table 4.96,

p=0.208

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between the age and SQ20. Otherwise, it can be said that both age and SQ20 are independent of each other.

Age*SQ21 Service: After-sale service

4.37 H_0: There is a no relationship between age and SQ21

4.38 H_1: There is a relationship between age and SQ21

Table 4.99 Number of respondents to SQ21

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * SQ21 Service: after-sales service	655	100.0%	0	0.0%	655	100.0%

Table 4.100 Cross-tabulation Age*SQ21

Age * SQ21 Service: after-sales service Crosstabulation								
			SQ21 Service: after-sales service					Total
			very likely	likely	neutral	unlikely	very unlikely	
Age	18-20year	Count	15	7	7	1	3	33
	21-25year	Count	49	40	14	2	3	108
	26-30year	Count	52	59	13	5	3	132
	31-40year	Count	83	74	24	5	6	192
	41-60year	Count	100	54	25	8	3	190
Total		Count	299	234	83	21	18	655

Table 4.101 Chi-square results for Age*SQ21

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.981[a]	16	.144
Likelihood Ratio	20.410	16	.202
Linear-by-Linear Association	2.012	1	.156
N of Valid Cases	655		
a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .91.			

From table 4.99,

p=0.144

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between the age and SQ21. Otherwise, it can be said that both age and SQ21 are independent of each other.

Gender * Main Survey Questions

Gender *SQ3

4.39 H_0: There is a no relationship between age and SQ3

4.40 H_1: There is a relationship between age and SQ3

Table 4.102 Number of respondents to SQ3

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ3 Trust: personal information	655	100.0%	0	0.0%	655	100.0%

Table 4.103 Cross-tabulation Gender*SQ3

Gender * SQ3 Trust: personal information Crosstabulation							
Count							
		SQ3 Trust: personal information					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	82	144	92	42	12	372
	male	72	105	56	36	6	275
	Others	1	1	1	0	0	3
	Don't want to state	3	2	0	0	0	5
Total		158	252	149	78	18	655

Table 4.104 Chi-square results for Gender*SQ3

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.819[a]	12	.718
Likelihood Ratio	10.326	12	.587
Linear-by-Linear Association	3.061	1	.080
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .08.			

From table 4.102,

p=0.718

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ3. Otherwise, it can be said that both gender and SQ3 are independent of each other.

Gender *SQ4

4.41 H_0: There is a no relationship between age and SQ4

4.42 H_1: There is a relationship between age and SQ3

Table 4.105 Number of respondents to SQ4

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ4 Trust: bank information	655	100.0%	0	0.0%	655	100.0%

Table 4.106 Cross-tabulation Gender*SQ4

Gender * SQ4 Trust: bank information Crosstabulation							
Count							
		SQ4 Trust: bank information					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	117	122	79	45	9	372
	male	99	92	49	33	2	275
	Others	1	1	1	0	0	3
	Don't want to state	4	1	0	0	0	5
Total		221	216	129	78	11	655

Table 4.107 Chi-square results for Gender*SQ4

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.449[a]	12	.577
Likelihood Ratio	11.891	12	.454
Linear-by-Linear Association	5.059	1	.025
N of Valid Cases	655		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .05.			

From table 4.105,

p=0.577

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ4. Otherwise, it can be said that both gender and SQ4 are independent of each other.

Gender *SQ5

4.43 H_0: There is a no relationship between age and SQ5

4.44 H_1: There is a relationship between age and SQ5

Table 4.108 Number of respondents to SQ5

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ5 Trust: physical touch	655	100.0%	0	0.0%	655	100.0%

Table 4.109 Cross-tabulation Gender*SQ5

Gender * SQ5 Trust: physical touch Crosstabulation							
Count							
		SQ5 Trust: physical touch					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	68	150	95	45	14	372
	male	66	124	54	26	5	275
	Others	0	1	2	0	0	3
	Don't want to state	1	2	2	0	0	5
Total		135	277	153	71	19	655

Table 4.110 Chi-square results for Gender*SQ5

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.629[a]	12	.325
Likelihood Ratio	14.553	12	.267
Linear-by-Linear Association	6.394	1	.011
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .09.			

From table 4.108,

p=0.325

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ5. Otherwise, it can be said that both gender and SQ5 are independent of each other.

Gender*SQ6

4.45 H_0: There is a no relationship between age and SQ6

4.46 H_1: There is a relationship between age and SQ6

Table 4.111 Number of respondents to SQ6

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ6 Review: quantity	655	100.0%	0	0.0%	655	100.0%

Table 4.112 Cross-tabulation Gender*SQ6

Gender * SQ6 Review: quantity Crosstabulation							
Count							
		SQ6 Review: quantity					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	137	147	66	18	4	372
	male	88	122	45	16	4	275
	Others	1	1	1	0	0	3
	Don't want to state	2	1	1	1	0	5
Total		228	271	113	35	8	655

Table 4.113 Chi-square results for Gender*SQ6

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.001[a]	12	.916
Likelihood Ratio	5.458	12	.941
Linear-by-Linear Association	1.087	1	.297
N of Valid Cases	655		
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .04.			

From table 4.111,

p=0.916

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ6. Otherwise, it can be said that both gender and SQ6 are independent of each other.

Gender*SQ7

4.47 H_0: There is a no relationship between age and SQ7

4.48 H_1: There is a relationship between age and SQ7

Table 4.114 Number of respondents to SQ7

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ7 Review: quality	655	100.0%	0	0.0%	655	100.0%

Table 4.115 Cross-tabulation Gender*SQ7

Gender * SQ7 Review: quality Crosstabulation							
Count							
		SQ7 Review: quality					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	167	143	39	18	5	372
	male	118	109	28	17	3	275
	Others	1	1	1	0	0	3
	Don't want to state	3	1	1	0	0	5
Total		289	254	69	35	8	655

Table 4.116 Chi-square results for Gender*SQ7

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.135[a]	12	.981
Likelihood Ratio	4.093	12	.982
Linear-by-Linear Association	.094	1	.759
N of Valid Cases	655		
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .04.			

From table 4.114,

p=0.981

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ7. Otherwise, it can be said that both gender and SQ7 are independent of each other.

Gender*SQ8

4.49 H_0: There is a no relationship between age and SQ8

4.50 H_1: There is a relationship between age and SQ8

Table 4.117 Number of respondents to SQ8

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ8 Cost: price	655	100.0%	0	0.0%	655	100.0%

Table 4.118 Cross-tabulation Gender*SQ8

Gender * SQ8 Cost: price Crosstabulation							
Count							
		SQ8 Cost: price					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	94	180	73	18	7	372
	male	81	131	49	10	4	275
	Others	0	2	1	0	0	3
	Don't want to state	2	0	2	1	0	5
Total		177	313	125	29	11	655

Table 4.119 Chi-square results for Gender*SQ8

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.253[a]	12	.594
Likelihood Ratio	12.057	12	.441
Linear-by-Linear Association	.594	1	.441
N of Valid Cases	655		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .05.			

From table 4.117,

p=0.594

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ8. Otherwise, it can be said that both gender and SQ8 are independent of each other.

Gender*SQ9

4.51 H_0: There is a no relationship between age and SQ9

4.52 H_1: There is a relationship between age and SQ9

Table 4.120 Number of respondents to SQ9

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ9 Cost: search time	655	100.0%	0	0.0%	655	100.0%

Table 4.121 Cross-tabulation Gender*SQ9

Gender * SQ9 Cost: searching time Crosstabulation							
Count							
		SQ9 Cost: searching time					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	95	143	83	37	14	372
	male	57	104	72	37	5	275
	Others	0	0	2	1	0	3
	Don't want to state	2	0	2	1	0	5
Total		154	247	159	76	19	655

Table 4.122 Chi-square results for Gender*SQ9

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.158[a]	12	.233
Likelihood Ratio	17.854	12	.120
Linear-by-Linear Association	2.083	1	.149
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .09.			

From table 4.120,

p=0.233

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ9. Otherwise, it can be said that both gender and SQ9 are independent of each other.

Gender*SQ10

4.53 H_0: There is a no relationship between age and SQ10

4.54 H_1: There is a relationship between age and SQ10

Table 4.123 Number of respondents to SQ10

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ10 Delivery: time	655	100.0%	0	0.0%	655	100.0%

Table 4.124 Cross-tabulation Gender*SQ10

Gender * SQ10 Delivery: time Crosstabulation							
Count							
		SQ10 Delivery: time					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	92	136	89	46	9	372
	male	68	116	52	35	4	275
	Others	0	0	2	1	0	3
	Don't want to state	1	0	1	3	0	5
Total		161	252	144	85	13	655

Table 4.125 Chi-square results for Gender*SQ10

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.255[a]	12	.062
Likelihood Ratio	18.973	12	.089
Linear-by-Linear Association	.128	1	.720
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .06.			

From table 4.123,

p=0.062

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ10. Otherwise, it can be said that both gender and SQ10 are independent of each other.

Gender*SQ11

4.55 H_0: There is a no relationship between age and SQ11

4.56 H_1: There is a relationship between age and SQ11

Table 4.126 Number of respondents to SQ11

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ11 Delivery: fee	655	100.0%	0	0.0%	655	100.0%

Table 4.127 Cross-tabulation Gender*SQ11

Gender * SQ11 Delivery: fees Crosstabulation							
Count							
		SQ11 Delivery: fees					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	111	146	64	38	13	372
	male	63	118	60	28	6	275
	Others	0	3	0	0	0	3
	Don't want to state	2	1	0	1	1	5
Total		176	268	124	67	20	655

Table 4.128 Chi-square results for Gender*SQ11

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.368[a]	12	.136
Likelihood Ratio	16.755	12	.159
Linear-by-Linear Association	1.153	1	.283
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .09.			

From table 4.126,

p=0.136

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ11. Otherwise, it can be said that both gender and SQ11 are independent of each other.

Gender*SQ12

4.57 H_0: There is a no relationship between age and SQ12

4.58 H_1: There is a relationship between age and SQ12

Table 4.129 Number of respondents to SQ12

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ12 Delivery: delivery staff attitude	655	100.0%	0	0.0%	655	100.0%

Table 4.130 Cross-tabulation Gender*SQ12

Gender * SQ12 Delivery: delivery staff attitude Crosstabulation							
Count							
		SQ12 Delivery: delivery staff attitude					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	68	145	100	37	22	372
	male	70	105	67	29	4	275
	Others	0	0	2	1	0	3
	Don't want to state	1	1	2	0	1	5
Total		139	251	171	67	27	655

Table 4.131 Chi-square results for Gender*SQ12

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.736[a]	12	.041
Likelihood Ratio	22.733	12	.030
Linear-by-Linear Association	2.748	1	.097
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .12.			

From table 4.129,

p=0.041

p<0.05

Therefore, the null hypothesis H_0 is rejected that is there is no relationship between age and SQ12. Otherwise, it can be concluded that there is a relationship between gender and SQ19.

Gender*SQ13

4.59 H_0: There is a no relationship between age and SQ13

4.60 H_1: There is a relationship between age and SQ13

Table 4.132 Number of respondents to SQ13

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ13 Information Channel: family	655	100.0%	0	0.0%	655	100.0%

Table 4.133 Cross-tabulation Gender*SQ13

Gender * SQ13 Information Channel: family Crosstabulation							
Count							
		SQ13 Information Channel: family					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	56	107	95	83	31	372
	male	49	101	69	43	13	275
	Others	0	1	1	0	1	3
	Don't want to state	2	0	1	2	0	5
Total		107	209	166	128	45	655

Table 4.134 Chi-square results for Gender*SQ13

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.507[a]	12	.077
Likelihood Ratio	20.477	12	.059
Linear-by-Linear Association	6.407	1	.011
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .21.			

From table 4.132,

p=0.077

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ13. Otherwise, it can be said that both gender and SQ13 are independent of each other.

Gender*SQ14

4.61 H_0: There is a no relationship between age and SQ14

4.62 H_1: There is a relationship between age and SQ14

Table 4.135 Number of respondents to SQ14

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ14 Information Channel: friends	655	100.0%	0	0.0%	655	100.0%

Table 4.136 Cross-tabulation Gender*SQ14

Gender * SQ14 Information Channel: friends Crosstabulation							
Count							
		SQ14 Information Channel: friends					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	65	133	100	51	23	372
	male	49	98	87	33	8	275
	Others	0	1	1	1	0	3
	Don't want to state	1	2	0	1	1	5
Total		115	234	188	86	32	655

Table 4.137 Chi-square results for Gender*SQ14

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.739[a]	12	.551
Likelihood Ratio	11.773	12	.464
Linear-by-Linear Association	.286	1	.593
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .15.			

From table 4.135,

p=0.551

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ14. Otherwise, it can be said that both gender and SQ14 are independent of each other.

Gender*SQ15

4.63 H_0: There is a no relationship between age and SQ15

4.64 H_1: There is a relationship between age and SQ15

Table 4.138 Number of respondents to SQ15

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ15 Information Channel: social media	655	100.0%	0	0.0%	655	100.0%

Table 4.139 Cross-tabulation Gender*SQ15

Gender * SQ15 Information Channel: social media Crosstabulation							
Count							
		SQ15 Information Channel: social media					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	69	122	106	55	20	372
	male	53	93	88	32	9	275
	Others	0	2	1	0	0	3
	Don't want to state	1	1	1	2	0	5
Total		123	218	196	89	29	655

Table 4.140 Chi-square results for Gender*SQ15

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.836[a]	12	.717
Likelihood Ratio	9.167	12	.689
Linear-by-Linear Association	.704	1	.402
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .13.			

From table 4.138,

p=0.717

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ15. Otherwise, it can be said that both gender and SQ15 are independent of each other.

Gender*SQ16

4.65 H_0: There is a no relationship between age and SQ16

4.66 H_1: There is a relationship between age and SQ16

Table 4.141 Number of respondents to SQ16

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ16 Website: ease of use	655	100.0%	0	0.0%	655	100.0%

Table 4.142 Cross-tabulation Gender*SQ16

Gender * SQ16 Website: ease of use Crosstabulation							
Count							
		SQ16 Website: ease of use					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	129	140	75	21	7	372
	male	89	119	44	20	3	275
	Others	1	1	1	0	0	3
	Don't want to state	1	2	1	1	0	5
Total		220	262	121	42	10	655

Table 4.143 Chi-square results for Gender*SQ16

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.731[a]	12	.875
Likelihood Ratio	6.537	12	.887
Linear-by-Linear Association	.057	1	.811
N of Valid Cases	655		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .05.			

From table 4.141,

p=0.875

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ16. Otherwise, it can be said that both gender and SQ16 are independent of each other.

Gender*SQ17

4.67 H_0: There is a no relationship between age and SQ17

4.68 H_1: There is a relationship between age and SQ17

Table 4.144 Number of respondents to SQ17

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ17 Website: reliability	655	100.0%	0	0.0%	655	100.0%

Table 4.145 Cross-tabulation Gender*SQ17

Gender * SQ17 Website: reliability Crosstabulation							
Count							
		SQ17 Website: reliability					
		very likely	likely	neutral	unlikely	very unlikely	Total
Gender	Female	194	107	47	14	10	372
	male	126	94	34	14	7	275
	Others	1	2	0	0	0	3
	Don't want to state	3	1	0	1	0	5
Total		324	204	81	29	17	655

Table 4.146 Chi-square results for Gender*SQ17

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.207[a]	12	.685
Likelihood Ratio	9.006	12	.702
Linear-by-Linear Association	.804	1	.370
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .08.			

From table 4.144,

p=0.685

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ17. Otherwise, it can be said that both gender and SQ17 are independent of each other.

Gender*SQ18

4.69 H_0: There is a no relationship between age and SQ18

4.70 H_1: There is a relationship between age and SQ18

Table 4.147 Number of respondents to SQ18

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ18 Culture: religion	655	100.0%	0	0.0%	655	100.0%

Table 4.148 Cross-tabulation Gender*SQ18

Gender * SQ18 Culture: religion Crosstabulation							
Count							
		SQ18 Culture: religion					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	57	66	69	100	80	372
	male	42	71	52	55	55	275
	Others	0	2	1	0	0	3
	Don't want to state	0	0	2	2	1	5
Total		99	139	124	157	136	655

Table 4.149 Chi-square results for Gender*SQ18

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.775[a]	12	.158
Likelihood Ratio	18.887	12	.091
Linear-by-Linear Association	1.499	1	.221
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .45.			

From table 4.147,

p=0.158

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ18. Otherwise, it can be said that both gender and SQ18 are independent of each other.

Gender*SQ19

4.71 H_0: There is a no relationship between age and SQ19

4.72 H_1: There is a relationship between age and SQ19

Table 4.150 Number of respondents to SQ19

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ19 Culture: education level	655	100.0%	0	0.0%	655	100.0%

Table 4.151 Cross-tabulation Gender*SQ19

Gender * SQ19 Culture: education level Crosstabulation							
Count							
		SQ19 Culture: education level					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	69	114	86	66	37	372
	male	62	93	63	41	16	275
	Others	0	1	1	0	1	3
	Don't want to state	1	2	1	1	0	5
Total		132	210	151	108	54	655

Table 4.152 Chi-square results for Gender*SQ19

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.895[a]	12	.625
Likelihood Ratio	10.512	12	.571
Linear-by-Linear Association	4.067	1	.044
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .25.			

From table 4.150,

p=0.625

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between gender and SQ19. Otherwise, it can be said that both gender and SQ19 are independent of each other.

Gender*SQ20

4.73 H_0: There is a no relationship between age and SQ20

4.74 H_1: There is a relationship between age and SQ20

Table 4.153 Number of respondents to SQ20

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ20 Service: pre-sale service	655	100.0%	0	0.0%	655	100.0%

Table 4.154 Cross-tabulation Gender*SQ20

Gender * SQ20 Service: pre-sale service Crosstabulation							
Count							
		SQ20 Service: pre-sale service					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	126	160	60	16	10	372
	male	94	124	39	16	2	275
	Others	3	0	0	0	0	3
	Don't want to state	2	2	1	0	0	5
Total		225	286	100	32	12	655

Table 4.155 Chi-square results for Gender*SQ20

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.859[a]	12	.541
Likelihood Ratio	12.207	12	.429
Linear-by-Linear Association	1.273	1	.259
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .05.			

From table 4.153,

p=0.541

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between the gender and SQ20. Otherwise, it can be said that both gender and SQ20 are independent of each other.

Gender*SQ21

4.75 H_0: There is a no relationship between age and SQ21

4.76 H_1: There is a relationship between age and SQ21

Table 4.156 Number of respondents to SQ21

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SQ21 Service: after-sales service	655	100.0%	0	0.0%	655	100.0%

Table 4.157 Cross-tabulation Gender*SQ21

Gender * SQ21 Service: after-sales service Crosstabulation							
Count							
		SQ21 Service: after-sales service					Total
		very likely	likely	neutral	unlikely	very unlikely	
Gender	Female	174	130	46	10	12	372
	male	123	99	36	11	6	275
	Others	1	2	0	0	0	3
	Don't want to state	1	3	1	0	0	5
Total		299	234	83	21	18	655

Table 4.158 Chi-square results for Gender*SQ21

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.288[a]	12	.948
Likelihood Ratio	5.997	12	.916
Linear-by-Linear Association	.149	1	.700
N of Valid Cases	655		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .08.			

From table 4.156,

p=0.948

p>0.05

Therefore, the null hypothesis H_0 is accepted that states that there exists no relationship between the gender and SQ21. Otherwise, it can be said that both gender and SQ21 are independent of each other.

In conclusion, from the Chi-Square analysis using cross-tabulations, it was found that respondents' age has no relationship with SQ6, SQ12, SQ20, and SQ21. Other main survey questions have a relationship with respondents age.

On the other hand, the relationship between gender and the main survey questions has been found only in SQ12. Other main survey questions have no relationship with respondents' gender.

4.2.4 Two-way ANOVA

A two-way ANOVA test has been performed between the different combination of demographic questions with the main survey questions. This could help in finding out whether independent variables have a statistically significant relationship with dependent variables. Group formed is age with gender, as age and gender group implies that age might contribute to impact participant choose those influential factors for the choice of eCommerce. Still, that effect might differ across various gender groups. Therefore, a two-way ANOVA tested the influential factors for the choice of eCommerce of the same or different age group among the respondents with the same or different gender groups.

Analysis of Group Age*Gender and Main Survey Questions

SQ3

4.77 H_0: The interaction between age and gender does not affect the SQ3

4.78 H_1: The interaction between age and gender affects the SQ3

Table 4.159 Age*Gender factors for SQ3

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.160 ANOVA results for age*gender and SQ3

Tests of Between-Subjects Effects					
Dependent Variable: SQ3 Trust: personal information					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	51.799[a]	15	3.453	3.306	.000
Intercept	119.451	1	119.451	114.347	.000
Age	2.876	4	.719	.688	.600
Gender	4.596	3	1.532	1.467	.222
Age * Gender	10.111	8	1.264	1.210	.290
Error	667.521	639	1.045		
Total	4205.000	655			
Corrected Total	719.319	654			
a. R Squared = .072 (Adjusted R Squared = .050)					

From table 4.158, it can be inferred that respondents age group does not influence SQ3 as p> 0.05 (F = 0.688, p = 0.600). Furthermore, gender of the respondents does not influence the SQ3 as p> 0.05 (F = 1.467, p = 0.222).

The interaction of age group and gender is not significant for SQ3 as p>0.05 (F = 1.210, p = 0.290). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ3.

SQ4

4.79 H_0: The interaction between age and gender does not affect the SQ4

4.80 H_1: The interaction between age and gender affects the SQ4

Table 4.161 Age*Gender factors for SQ4

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.162 ANOVA results for age*gender and SQ4

Tests of Between-Subjects Effects					
Dependent Variable: SQ4 Trust: bank information					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	33.730[a]	15	2.249	2.016	.013
Intercept	106.590	1	106.590	95.540	.000
Age	1.246	4	.312	.279	.891
Gender	7.137	3	2.379	2.132	.095
Age * Gender	5.590	8	.699	.626	.756
Error	712.905	639	1.116		
Total	3769.000	655			
Corrected Total	746.635	654			
a. R Squared = .045 (Adjusted R Squared = .023)					

From table 4.160, it can be inferred that respondents age group does not influence SQ4 as p> 0.05 (F = 0.279, p = 0.891). Furthermore, gender of the respondents does not influence the SQ4 as p> 0.05 (F = 2.132, p = 0.095).

The interaction of age group and gender is not significant for SQ4 as p>0.05 (F = 0.626, p = 0.756). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ4.

SQ5

4.81 H_0: The interaction between age and gender does not affect the SQ5

4.82 H_1: The interaction between age and gender affects the SQ5

Table 4.163 Age*Gender factors for SQ5

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.164 ANOVA results for age*gender and SQ5

Tests of Between-Subjects Effects					
Dependent Variable: SQ5 Trust: physical touch					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	35.821[a]	15	2.388	2.402	.002
Intercept	178.677	1	178.677	179.722	.000
Age	1.560	4	.390	.392	.814
Gender	5.128	3	1.709	1.719	.162
Age * Gender	7.850	8	.981	.987	.445
Error	635.288	639	.994		
Total	4231.000	655			
Corrected Total	671.108	654			
a. R Squared = .053 (Adjusted R Squared = .031)					

From table 4.162, it can be inferred that respondents age group does not influence SQ5 as p> 0.05 (F = 0.392, p = 0.814). Furthermore, gender of the respondents does not influence the SQ5 as p> 0.05 (F = 1.719, p = 0.162).

The interaction of age group and gender is not significant for SQ5 as p>0.05 (F = 0.987, p = 0.445). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ5.

SQ6

4.83 H_0: The interaction between age and gender does not affect the SQ6

4.84 H_1: The interaction between age and gender affects the SQ6

Table 4.165 Age*Gender factors for SQ6

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.166 ANOVA results for age*gender and SQ6

Tests of Between-Subjects Effects					
Dependent Variable: SQ6 Review: quantity					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	13.685[a]	15	.912	1.082	.369
Intercept	118.423	1	118.423	140.487	.000
Age	3.000	4	.750	.890	.470
Gender	.602	3	.201	.238	.870
Age * Gender	5.874	8	.734	.871	.541
Error	538.642	639	.843		
Total	3089.000	655			
Corrected Total	552.327	654			
a. R Squared = .025 (Adjusted R Squared = .002)					

From table 4.164, it can be inferred that respondents age group does not influence SQ6 as p> 0.05 (F = 0.890, p = 0.470). Furthermore, gender of the respondents does not influence the SQ6 as p> 0.05 (F = 0.238, p = 0.870).

The interaction of age group and gender is not significant for SQ6 as p>0.05 (F = 0.871, p = 0.541). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ6.

SQ7

4.85 H_0: The interaction between age and gender does not affect the SQ7

4.86 H_1: The interaction between age and gender affects the SQ7

Table 4.167 Age*Gender factors for SQ7

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.168 ANOVA results for age*gender and SQ7

Tests of Between-Subjects Effects					
Dependent Variable: SQ7 Review: quality					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.175[a]	15	.678	.809	.668
Intercept	95.742	1	95.742	114.228	.000
Age	5.265	4	1.316	1.570	.181
Gender	.420	3	.140	.167	.919
Age * Gender	5.639	8	.705	.841	.567
Error	535.587	639	.838		
Total	2686.000	655			
Corrected Total	545.762	654			
a. R Squared = .019 (Adjusted R Squared = -.004)					

From table 4.166, it can be inferred that respondents age group does not influence SQ7 as p> 0.05 (F = 1.570, p = 0.181). Furthermore, gender of the respondents does not influence the SQ7 as p> 0.05 (F = 0.167, p = 0.567).

The interaction of age group and gender is not significant for SQ7 as p>0.05 (F = 0.841, p = 0.567). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ7.

SQ8

4.87 H_0: The interaction between age and gender does not affect the SQ8

4.88 H_1: The interaction between age and gender affects the SQ8

Table 4.169 Age*Gender factors for SQ8

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.170 ANOVA results for age*gender and SQ8

Tests of Between-Subjects Effects					
Dependent Variable: SQ8 Cost: price					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	18.935[a]	15	1.262	1.627	.062
Intercept	147.249	1	147.249	189.800	.000
Age	2.733	4	.683	.881	.475
Gender	1.411	3	.470	.606	.611
Age * Gender	6.728	8	.841	1.084	.372
Error	495.743	639	.776		
Total	3293.000	655			
Corrected Total	514.678	654			
a. R Squared = .037 (Adjusted R Squared = .014)					

From table 4.168, it can be inferred that respondents age group does not influence SQ8 as p> 0.05 (F = 0.881, p = 0.475). Furthermore, gender of the respondents does not influence the SQ8 as p> 0.05 (F = 0.606, p = 0.611).

The interaction of age group and gender is not significant for SQ8 as p>0.05 (F = 1.084, p = 0.372). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ8.

SQ9

4.89 H_0: The interaction between age and gender does not affect the SQ9

4.90 H_1: The interaction between age and gender affects the SQ9

Table 4.171 Age*Gender factors for SQ9

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.172 ANOVA results for age*gender and SQ9

Tests of Between-Subjects Effects					
Dependent Variable: SQ9 Cost: search time					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	36.666[a]	15	2.444	2.292	.004
Intercept	197.974	1	197.974	185.650	.000
Age	4.085	4	1.021	.958	.430
Gender	3.567	3	1.189	1.115	.342
Age * Gender	8.258	8	1.032	.968	.460
Error	681.417	639	1.066		
Total	4264.000	655			
Corrected Total	718.082	654			
a. R Squared = .051 (Adjusted R Squared = .029)					

From table 4.170, it can be inferred that respondents age group does not influence SQ9 as p> 0.05 (F = 0.958, p = 0.430). Furthermore, gender of the respondents does not influence the SQ9 as p> 0.05 (F = 1.115, p = 0.342).

The interaction of age group and gender is not significant for SQ9 as p>0.05 (F = 0.968, p = 0.460). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ9.

SQ10

4.91 H_0: The interaction between age and gender does not affect the SQ10

4.92 H_1: The interaction between age and gender affects the SQ10

Table 4.173 Age*Gender factors for SQ10

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.174 ANOVA results for age*gender and SQ10

Tests of Between-Subjects Effects					
Dependent Variable: SQ10 Delivery: time					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	54.576[a]	15	3.638	3.571	.000
Intercept	239.071	1	239.071	234.612	.000
Age	2.304	4	.576	.565	.688
Gender	9.154	3	3.051	2.994	.030
Age * Gender	10.157	8	1.270	1.246	.269
Error	651.143	639	1.019		
Total	4150.000	655			
Corrected Total	705.719	654			
a. R Squared = .077 (Adjusted R Squared = .056)					

From table 4.172, it can be inferred that respondents age group does not influence SQ10 as p> 0.05 (F = 0.565, p = 0.688). However, gender of the respondents does influence the SQ10 as p< 0.05 (F = 2.994, p = 0.030).

The interaction of age group and gender is not significant for SQ10 as p>0.05 (F = 1.246, p = 0.269). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ10.

SQ11

4.93 H_0: The interaction between age and gender does not affect the SQ11

4.94 H_1: The interaction between age and gender affects the SQ11

Table 4.175 Age*Gender factors for SQ11

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.176 ANOVA results for age*gender and SQ11

Tests of Between-Subjects Effects					
Dependent Variable: SQ11 Delivery: fee					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	67.672[a]	15	4.511	4.438	.000
Intercept	156.662	1	156.662	154.119	.000
Age	11.761	4	2.940	2.893	.022
Gender	4.111	3	1.370	1.348	.258
Age * Gender	13.178	8	1.647	1.621	.116
Error	649.544	639	1.017		
Total	3936.000	655			
Corrected Total	717.215	654			
a. R Squared = .094 (Adjusted R Squared = .073)					

From table 4.174, it can be inferred that respondents' age group influences SQ11 as p< 0.05 (F = 2.893, p = 0.022). However, gender of the respondents does not influence the SQ11 as p> 0.05 (F = 1.348, p = 0.258).

The interaction of age group and gender is not significant for SQ11 as p>0.05 (F = 1.621, p = 1.116). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ11.

SQ12

4.95 H_0: The interaction between age and gender does not affect the SQ12

4.96 H_1: The interaction between age and gender affects the SQ12

Table 4.177 Age*Gender factors for SQ12

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.178 ANOVA results for age*gender and SQ12

Tests of Between-Subjects Effects					
Dependent Variable: SQ12 Delivery: delivery staff attitude					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	41.393[a]	15	2.760	2.569	.001
Intercept	239.070	1	239.070	222.540	.000
Age	7.376	4	1.844	1.716	.145
Gender	12.367	3	4.122	3.837	.010
Age * Gender	14.693	8	1.837	1.710	.093
Error	686.463	639	1.074		
Total	4429.000	655			
Corrected Total	727.856	654			
a. R Squared = .057 (Adjusted R Squared = .035)					

From table 4.176, it can be inferred that respondents age group does not influence SQ12 as p> 0.05 (F = 1.716, p = 0.145). However, gender of the respondents does influence the SQ12 as p< 0.05 (F = 3.837, p = 0.010).

The interaction of age group and gender is not significant for SQ12 as p>0.05 (F = 1.710, p = 0.093). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ12.

SQ13

4.97 H_0: The interaction between age and gender does not affect the SQ13

4.98 H_1: The interaction between age and gender affects the SQ13

Table 4.179 Age*Gender factors for SQ13

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.180 ANOVA results for age*gender and SQ13

Tests of Between-Subjects Effects					
Dependent Variable: SQ13 Information Channel: family					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	102.687[a]	15	6.846	5.622	.000
Intercept	252.872	1	252.872	207.653	.000
Age	11.971	4	2.993	2.458	.044
Gender	4.872	3	1.624	1.334	.262
Age * Gender	16.573	8	2.072	1.701	.095
Error	778.152	639	1.218		
Total	5610.000	655			
Corrected Total	880.840	654			
a. R Squared = .117 (Adjusted R Squared = .096)					

From table 4.178, it can be inferred that respondents' age group influences SQ13 as p< 0.05 (F = 2.458, p = 0.044). However, the gender of the respondents does not influence the SQ13 as p> 0.05 (F = 1.334, p = 0.262).

The interaction of age group and gender is not significant for SQ13 as p>0.05 (F = 1.701, p = 0.095). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ13.

SQ14

4.99 H_0: The interaction between age and gender does not affect the SQ14

4.100 H_1: The interaction between age and gender affects the SQ14

Table 4.181 Age*Gender factors for SQ14

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.182 ANOVA results for age*gender and SQ14

Tests of Between-Subjects Effects					
Dependent Variable: SQ14 Information Channel: friends					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	50.184[a]	15	3.346	3.023	.000
Intercept	226.905	1	226.905	204.998	.000
Age	13.433	4	3.358	3.034	.017
Gender	2.944	3	.981	.886	.448
Age * Gender	7.600	8	.950	.858	.552
Error	707.288	639	1.107		
Total	4919.000	655			
Corrected Total	757.472	654			
a. R Squared = .066 (Adjusted R Squared = .044)					

From table 4.180, it can be inferred that respondents' age group influences SQ14 as p< 0.05 (F = 3.034, p = 0.017). However, the gender of the respondents does not influence the SQ14 as p> 0.05 (F = 0.886, p = 0.448).

The interaction of age group and gender is not significant for SQ14 as p>0.05 (F = 0.858, p = 0.552). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ14.

SQ15

4.101 H_0: The interaction between age and gender does not affect the SQ15

4.102 H_1: The interaction between age and gender affects the SQ15

Table 4.183 Age*Gender factors for SQ15

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.184 ANOVA results for age*gender and SQ15

Tests of Between-Subjects Effects					
Dependent Variable: SQ15 Information Channel: social media					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	73.898[a]	15	4.927	4.578	.000
Intercept	194.510	1	194.510	180.740	.000
Age	14.723	4	3.681	3.420	.009
Gender	.314	3	.105	.097	.962
Age * Gender	4.962	8	.620	.576	.798
Error	687.684	639	1.076		
Total	4908.000	655			
Corrected Total	761.582	654			
a. R Squared = .097 (Adjusted R Squared = .076)					

From table 4.182, it can be inferred that respondents' age group influences SQ15 as p< 0.05 (F = 3.420, p = 0.009). However, the gender of the respondents does not influence the SQ15 as p> 0.05 (F = 0.097, p = 0.962).

The interaction of age group and gender is not significant for SQ15 as p>0.05 (F = 0.576, p = 0.798). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ15.

SQ16

4.103 H_0: The interaction between age and gender does not affect the SQ16

4.104 H_1: The interaction between age and gender affects the SQ16

Table 4.185 Age*Gender factors for SQ16

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.186 ANOVA results for age*gender and SQ16

Tests of Between-Subjects Effects					
Dependent Variable: SQ16 Website: ease of use					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.530[a]	15	.702	.763	.720
Intercept	156.190	1	156.190	169.700	.000
Age	4.725	4	1.181	1.283	.275
Gender	1.428	3	.476	.517	.671
Age * Gender	5.362	8	.670	.728	.667
Error	588.127	639	.920		
Total	3279.000	655			
Corrected Total	598.656	654			
a. R Squared = .018 (Adjusted R Squared = -.005)					

From table 4.184, it can be inferred that respondents age group does not influence SQ16 as p> 0.05 (F = 1.283, p = 0.275). Furthermore, gender of the respondents does not influence the SQ16 as p> 0.05 (F = 0.517, p = 0.671).

The interaction of age group and gender is not significant for SQ16 as p>0.05 (F = 0.728, p = 0.667). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ16.

SQ17

4.105 H_0: The interaction between age and gender does not affect the SQ17

4.106 H_1: The interaction between age and gender affects the SQ17

Table 4.187 Age*Gender factors for SQ17

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.188 ANOVA results for age*gender and SQ17

Tests of Between-Subjects Effects					
Dependent Variable: SQ17 Website: reliability					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	19.386[a]	15	1.292	1.317	.186
Intercept	102.660	1	102.660	104.591	.000
Age	6.448	4	1.612	1.642	.162
Gender	.571	3	.190	.194	.901
Age * Gender	12.703	8	1.588	1.618	.116
Error	627.200	639	.982		
Total	2758.000	655			
Corrected Total	646.586	654			
a. R Squared = .030 (Adjusted R Squared = .007)					

From table 4.186, it can be inferred that respondents age group does not influence SQ17 as p> 0.05 (F = 1.642, p = 0.162). Furthermore, gender of the respondents does not influence the SQ17 as p> 0.05 (F = 0.194, p = 0.901).

The interaction of age group and gender is not significant for SQ17 as p>0.05 (F = 1.618, p = 0.116). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ17.

SQ18

4.107 H_0: The interaction between age and gender does not affect the SQ18

4.108 H_1: The interaction between age and gender affects the SQ18

Table 4.189 Age*Gender factors for SQ18

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.190 ANOVA results for age*gender and SQ18

Tests of Between-Subjects Effects					
Dependent Variable: SQ18 Culture: religion					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	181.141[a]	15	12.076	7.406	.000
Intercept	308.411	1	308.411	189.143	.000
Age	8.271	4	2.068	1.268	.281
Gender	2.926	3	.975	.598	.616
Age * Gender	20.825	8	2.603	1.596	.122
Error	1041.936	639	1.631		
Total	7683.000	655			
Corrected Total	1223.078	654			
a. R Squared = .148 (Adjusted R Squared = .128)					

From table 4.188, it can be inferred that respondents age group does not influence SQ18 as p> 0.05 (F = 1.268, p = 0.281). Furthermore, gender of the respondents does not influence the SQ18 as p> 0.05 (F = 0.598, p = 0.616).

The interaction of age group and gender is not significant for SQ18 as p>0.05 (F = 1.596, p = 0.122). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ18.

SQ19

4.109 H_0: The interaction between age and gender does not affect the SQ19

4.110 H_1: The interaction between age and gender affects the SQ19

Table 4.191 Age*Gender factors for SQ19

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.192 ANOVA results for age*gender and SQ19

Tests of Between-Subjects Effects					
Dependent Variable: SQ19 Culture: education level					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	69.239[a]	15	4.616	3.310	.000
Intercept	255.945	1	255.945	183.528	.000
Age	9.378	4	2.345	1.681	.153
Gender	8.885	3	2.962	2.124	.096
Age * Gender	12.709	8	1.589	1.139	.335
Error	891.136	639	1.395		
Total	5409.000	655			
Corrected Total	960.376	654			
a. R Squared = .072 (Adjusted R Squared = .050)					

From table 4.190, it can be inferred that respondents age group does not influence SQ19 as p> 0.05 (F = 1.681, p = 0.153). Furthermore, gender of the respondents does not influence the SQ19 as p> 0.05 (F = 2.124, p = 0.096).

The interaction of age group and gender is not significant for SQ19 as p>0.05 (F = 1.139, p = 0.335). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ19.

SQ20

4.111 H_0: The interaction between age and gender does not affect the SQ20

4.112 H_1: The interaction between age and gender affects the SQ20

Table 4.193 Age*Gender factors for SQ20

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.194 ANOVA results for age*gender and SQ20

Tests of Between-Subjects Effects					
Dependent Variable: SQ20 Service: pre-sale service					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.703[a]	15	.580	.672	.813
Intercept	94.339	1	94.339	109.338	.000
Age	2.826	4	.706	.819	.513
Gender	3.220	3	1.073	1.244	.293
Age * Gender	3.328	8	.416	.482	.869
Error	551.343	639	.863		
Total	3081.000	655			
Corrected Total	560.046	654			
a. R Squared = .016 (Adjusted R Squared = -.008)					

From table 4.192, it can be inferred that respondents age group does not influence SQ20 as p> 0.05 (F = 0.819, p = 0.513). Furthermore, gender of the respondents does not influence the SQ20 as p> 0.05 (F = 1.244, p = 0.293).

The interaction of age group and gender is not significant for SQ20 as p>0.05 (F = 0.482, p = 0.869). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ20.

SQ21

4.113 H_0: The interaction between age and gender does not affect the SQ21

4.114 H_1: The interaction between age and gender affects the SQ21

Table 4.195 Age*Gender factors for SQ21

Between-Subjects Factors			
		Value Label	N
Age	1	18-20year	33
	2	21-25year	108
	3	26-30year	132
	4	31-40year	192
	5	41-60year	190
Gender	1	Female	372
	2	male	275
	3	Others	3
	4	Don't want to state	5

Table 4.196 ANOVA results for age*gender and SQ21

Tests of Between-Subjects Effects					
Dependent Variable: SQ21 Service: after-sales service					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	13.113[a]	15	.874	.942	.516
Intercept	102.912	1	102.912	110.914	.000
Age	2.517	4	.629	.678	.607
Gender	.677	3	.226	.243	.866
Age * Gender	8.703	8	1.088	1.172	.313
Error	592.902	639	.928		
Total	2768.000	655			
Corrected Total	606.015	654			
a. R Squared = .022 (Adjusted R Squared = -.001)					

From table 4.194, it can be inferred that respondents age group does not influence SQ21 as p> 0.05 (F = 0.678, p = 0.607). Furthermore, gender of the respondents does not influence the SQ21 as p> 0.05 (F = 0.243, p = 0.866).

The interaction of age group and gender is not significant for SQ21 as p>0.05 (F = 1.172, p = 0.313). Therefore, the null hypothesis (H_0) is accepted that the interaction between age group and gender does not affect SQ21.

In conclusion, ANOVA results illustrate the relationship between age*gender and the influential factor for the choice of eCommerce. Per the analysis above, when the participants answered the questionnaires, their age*gender did not affect their answers.

4.3 Hypothesis and Research Question

Table 4.197 Relation between hypothesis, RQs, SQs, and results

	Literature Review	**Hypothesis**	**Sub-research Questions**	**Main survey Questions**	**Result**
Main Research Question	**2.3 trust**	H1	RQ1	SQ3	Y
				SQ4	Y
				SQ5	Y
	2.4 review	H2	RQ2	SQ6	Y
				SQ7	Y
	2.5 cost	H3	RQ3	SQ8	Y
				SQ9	Y
	2.6 delivery	H4	RQ4	SQ10	Y
				SQ11	Y
				SQ12	Y
	2.7 information channel	H5	RQ5	SQ13	Y
				SQ14	Y
				SQ15	Y
	2.8 website	H6	RQ6	SQ16	Y
				SQ17	Y
	2.9 culture	H7	RQ7	SQ18	N
				SQ19	Y
	2.10 service	H8	RQ8	SQ20	Y
				SQ21	Y

Table 4.197 illustrates the relationship between the literature review, hypothesis, research questions, main survey questions, and presents the result from survey data. Consumers think trust, reviews,

cost, delivery, information channel, website, culture, and service are the influential factors that would affect their choice of eCommerce to various degrees. However, most consumers do not think religion could impact their decision. Among all those influential factors mentioned in the questionnaire, the quality of reviews, the reliability of the website, and after-sales service were the top 3 most agreed (the per cent of "very likely" + "likely" are about 82.9, 80.6, and 81.4, respectively). Although most respondents agree that the information channel could affect their choice, the rate of approval is relatively low in this survey. The per cent for SQ13, SQ14, SQ15 are around 48.2, 53.3, and 52.1 ("very likely" + "likely"). Rest survey questions received around 60-70 per cent agrees rate.

Therefore, H1, H2, H3, H4, H5, H6, H8 are all strongly supported. H7 is partical supported. Table4.198 shows the summary of findings.

Table 4.198 Hypothesis and results

Hypothesis	Description	Result
H1	Risk influence the choice of eCommerce	Supported
H2	Reviews influence the choice of eCommerce	Supported
H3	Cost influences the choice of eCommerce	Supported
H4	Delivery influences the choice of eCommerce	Supported
H5	Information channel influences the choice of eCommerce	Supported
H6	Website influences the choice of eCommerce	Supported
H7	Culture influences the choice of eCommerce	Partial supported
H8	Service influences the choice of eCommerce	Supported

Even though H7 is partial supported. When we calculate agree rate about RQ7, there were around 36.3%, 52.2% respondents agreed on SQ18, SQ19 respectively. The agree rate on RQ7 is 44.3%. The disagree rate is about 33.8%. Overall, agree rate overweight the disagree rate. Hence, culture is an influential factor. The answer to sub research questions can be concluded in Table 4.199

Table 4.199 Sub-research questions and results

Sub RQ	Description	Result
RQ1	Does risk influence consumers choice of eCommerce?	Yes
RQ2	Does review influence consumers choice of eCommerce?	Yes
RQ3	Does cost influence consumers choice of eCommerce?	Yes

RQ4	Does delivery influence consumers choice of eCommerce?	Yes
RQ5	Does information channel influence consumers choice of eCommerce?	Yes
RQ6	Does the website influence consumers choice of eCommerce?	Yes
RQ7	Does culture influence consumers choice of eCommerce?	Yes
RQ8	Does service influence consumers choice of eCommerce?	Yes

Therefore, the answer to the main research question which is:

What are the factors that influence consumers to choose eCommerce in Shenzhen (China)?

The influential factors for the choice of eCommerce in Shenzhen (China) are trust, review, cost, delivery, information channel, website, culture, and service.

4.4 Limitation

The research has several limitations. First, insufficient time will be one of the biggest concerns for this research project. As this research uses an online survey to gather information, a period of one week to gather information would not be enough to gather accurate results from a broader audience.

Second, as this survey collects information at a certain point in time and not in intervals of time, it might not be able to generate the results to identify certain trends in border consumers.

Third, as an online survey was the method to collect information, there was a possibility that participants might be dishonest or have a bias about the questions, which could lead to distorted results. To quickly complete the survey, participants may tend to skip through the questions and the potential options and choose options which may be inaccurate.

Fourth, every individual interprets questions in their way. Hence, it is a possibility that the participant may interpret a question in a way different than the researcher and choose a response accordingly, which can lead to the generation of inaccurate results.

4.5 Conclusion

This chapter discusses the result of the survey. The quantitative survey response has been analyzed using the result obtained from the SPSS, as mentioned in Chapter 3. Descriptive analysis shows the analysis of results question wise, whereas Chi-square showed the relationship between the demographic question and the main survey questions. The results from the Chi-square are shown by tabular charts and bar charts with the number of participants to the questionnaire and cross-tabulation. Furthermore, the ANOVA test was performed in order to find out the interaction between the demographic and their effect on each question. The results obtained from the ANOVA

were illustrated using the tabular charts for each survey questions. Base on the results from those test, the hypothesis, the sub-research questions, and the main research question is answered. The next chapter discusses the results obtained after comparing the analysis results with the literature review.

5. DISCUSSION

5.1 Introduction

This chapter discussed the relationship between the independent variables and dependent variables, and how these variables are related to the theoretical framework (the modified SERVQUAL) is carried out. By using the findings from the literature review in chapter 2, and the results of the analysis in chapter 4, the interconnections of the modified SERVQUAL framework and the variable are discussed in detail. The modified SERVQUAL framework with the moderating variables, the independent variables, and the dependent variable is provided below (see Figure5.1).

Section 5.2 discusses the results obtained using SPSS to perform descriptive analysis. In this section, the results of the descriptive analysis are summarised on RQ and compared with finding from LR. Section 5.3 discusses the results obtained after performing the Chi-square analysis. Section 5.4 discusses the results of the ANOVA test using SPSS software. Section 5.5 discusses the limitation of the whole research. Lastly, section 5.5 presents the conclusion of this chapter.

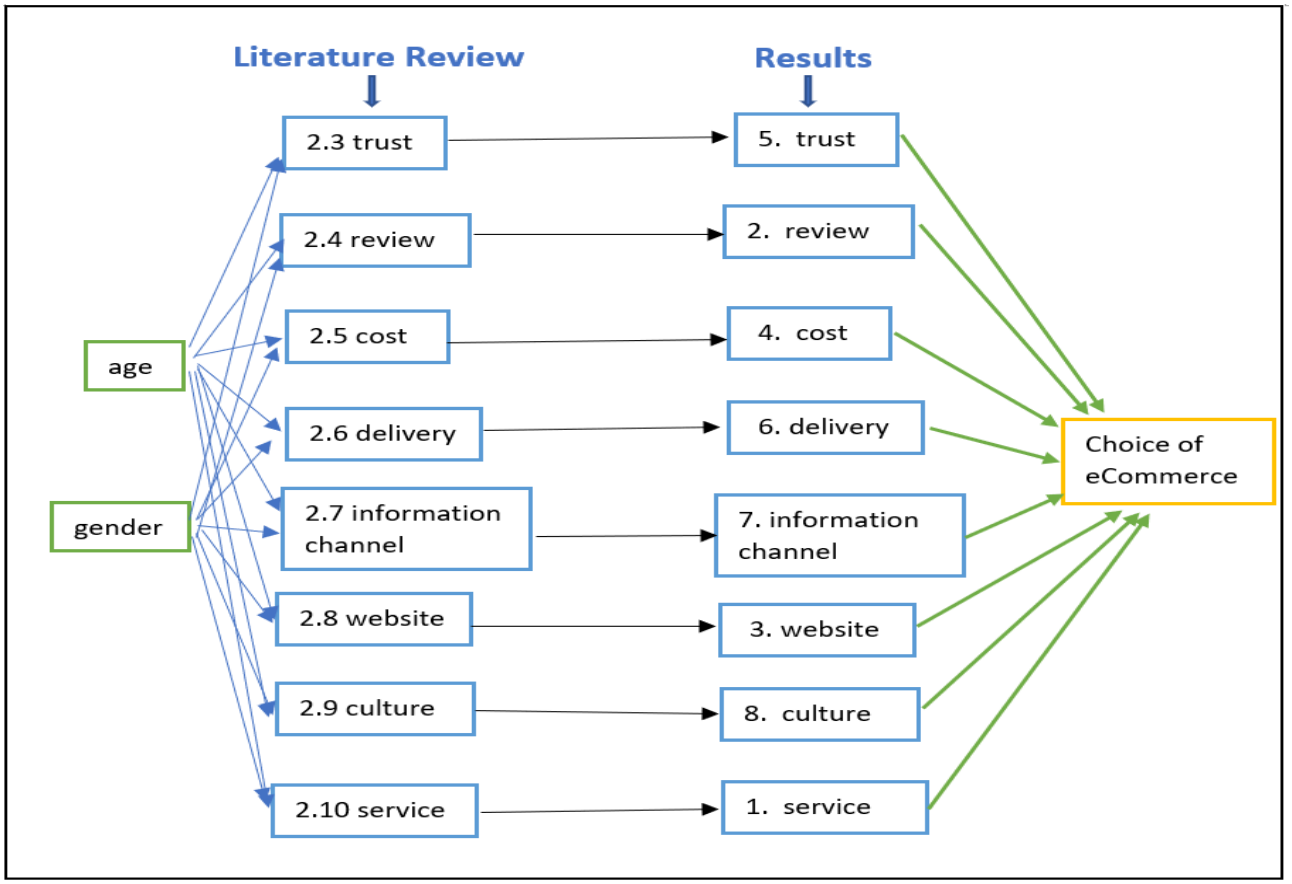


Figure 5.1 The modified SERVQUAL model with moderating variables, LR, results, and the main RQ

5.2 Discussion on Descriptive Analysis

This section discusses the summarised descriptive analysis performed on the data derived from an online survey with 655 responses. The analysis was performed using SPSS from the data derived. With the results of this descriptive analysis, the hypotheses were established as supported or partially supported. The detailed results of the descriptive analysis have been presented in Chapter 4. The key findings from the descriptive analysis are that the factors suggested by the literature review influence consumers' choice of eCommerce, and the weight of the influence has been evaluated. The researcher discusses the factors according to the agreed rate ranking from high to low. The calculation of the agreed rate is to add the percentage of the "likely" and "very likely" of the SQs corresponding to each RQ, divided by the number of SQs. The reason to rank the factors is giving the industry a more definite picture of which factor should input more effort.

5.2.1 Service

Table 5.1 Descriptive analysis results of Service

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ20 pre-sale service	78%	RQ8	79.7%
SQ21after-sale service	81.4%		

H8. Service influences the choice of eCommerce

RQ8: Does service influence consumers choice of eCommerce?

The survey questions associated with RQ8 are SQ20, SQ21.

According to the data from descriptive analyses, service is the most important influential factor when Shenzhen people choose eCommerce. Both before-sale service and after-sale service play important roles for consumers' decision to purchase online.

The results from the descriptive analysis agree with the previous literature review that suggests that e-retailers should pay more attention to service as it is strongly related with customer intention of purchase and loyalty (Jiang et al., 2011; Zehir, Sehitoglu, Narcikara, & Zehir, 2014).

Thus, from the results, it can be concluded that service has a significant influence on the choice of eCommerce. The results illustrated in Figure 5.1

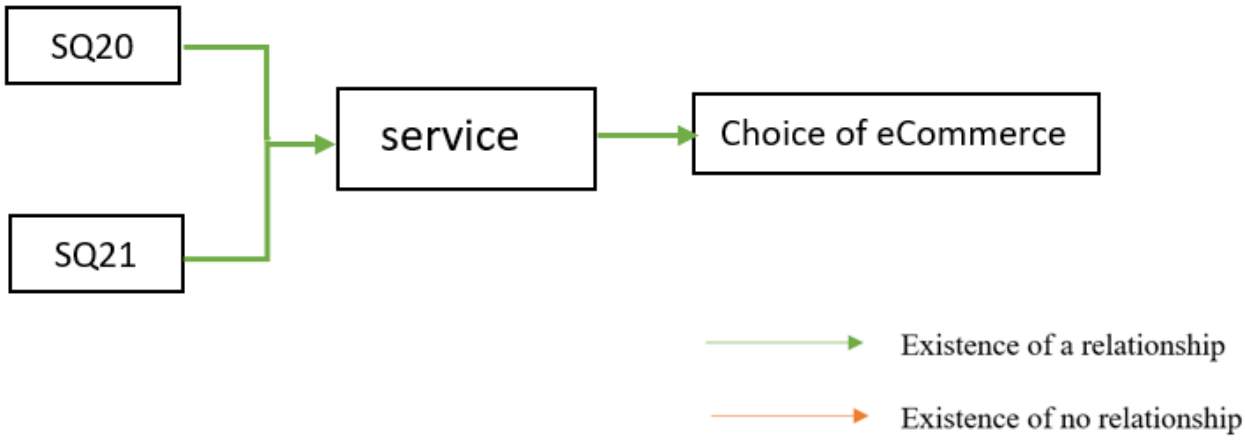


Figure 5.2 Descriptive analysis results about the survey questions related to service and the main RQ

5.2.2 Review

Table 5.2 Descriptive analysis results of Review

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ6 quantity	76.2%	RQ2	79.6%
SQ7 quality	82.9%		

H2. Reviews influence the choice of eCommerce

RQ2: Does review influence consumers choice of eCommerce?

The survey questions associated with RQ2 are SQ6, SQ7.

Online review is a kind of eWOM that enables consumers to share information about products and the platform and plays an important role in a buying decision (Hendrawan et al., 2017; Thomas et al., 2019). Base on this research, around 79.6% respondents agreed that review could influence their decision. Review is the second most important factor. Both review quality and review quantity are important for consumers' decision. The results confirmed the literature review in section 2.10.

Hence, it can be concluded that review has a significant influence on the choice of eCommerce. The results are illustrated in Figure 5.2.

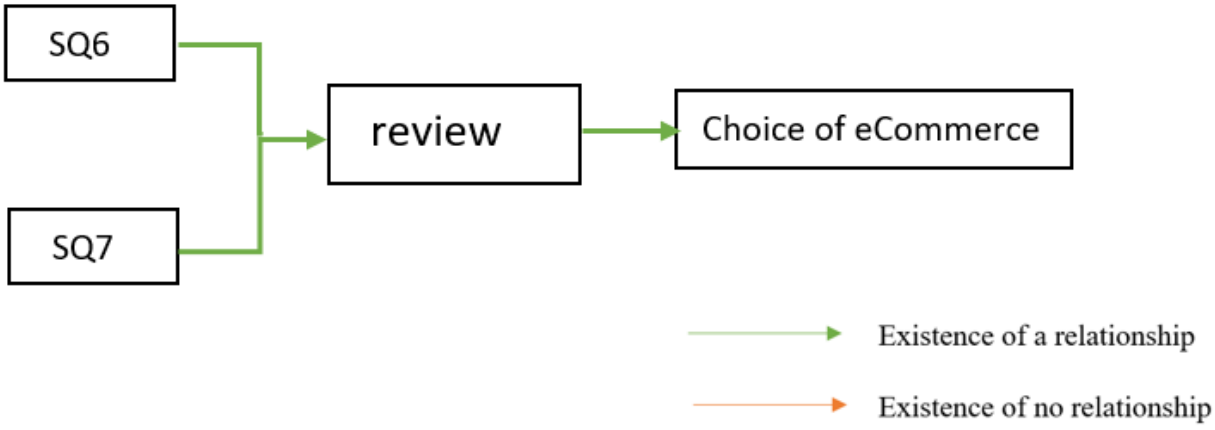


Figure 5.3 Descriptive analysis results about the survey questions related to review and the main RQ

5.2.3 Website

Table 5.3 Descriptive analysis results of Website

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ16 ease of use	73.6%	RQ6	77.1%
SQ17 reliability	80.6%		

H6. Website influences the choice of eCommerce

RQ6. Does website influence consumers choice of eCommerce?

The survey questions associated with RQ6 are SQ16, SQ17.

For online consumers, website most likely would be the first thing for them to contact. Many scholars proved that the website has a big influence on the sales amount (Baum & Spann, 2014; Chen, Chiu, Liao, & Yeh, 2016). In this survey, 77.1% respondents confirmed that the website is an influential factor for their choice of eCommerce. Website is the third most important factor. The results from descriptive analysis agree with the literature review, where reliability and ease of use for the website could affect consumers' purchase intention positively (Du et al., 2013).

In conclusion, the results of the descriptive analysis are shown in figure 5.3.

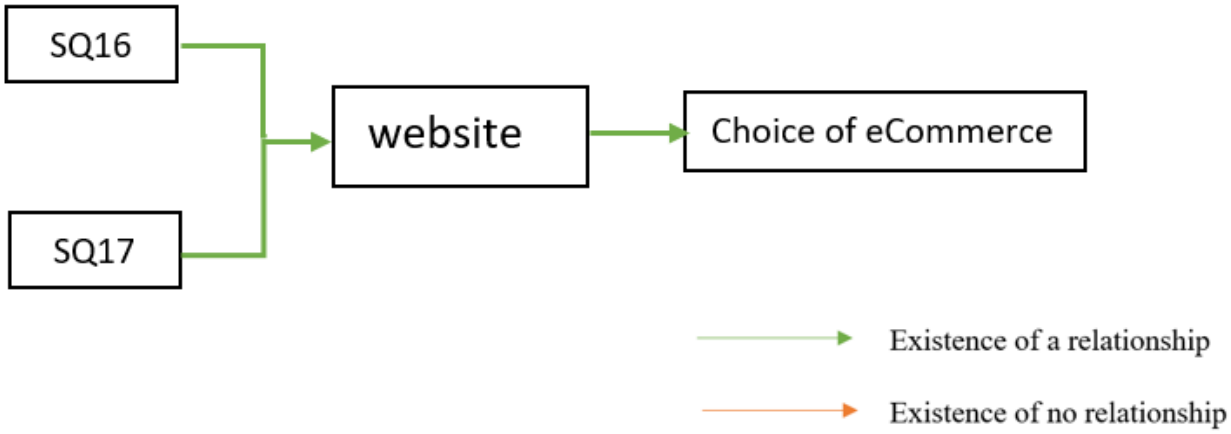


Figure 5.4 Descriptive analysis results about the survey questions related to website and the main RQ

5.2.4 Cost

Table 5.4 Descriptive analysis results of Cost

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ8 price	74.8%	RQ3	68%
SQ9 searching time	61.2%		

H3. Cost influences the choice of eCommerce

RQ3. Does cost influence consumers choice of eCommerce?

The survey questions associated with RQ3 are SQ8, SQ9.

Cost is the 4th important factor that influences consumers' choice of eCommerce based on this survey. Around 68% participants agreed that cost could likely or very likely affect their choice. The results agree with section 2.5 that competitive price and low searching cost are attractive for consumers (Lim & Cham, 2015).

The results of the descriptive analysis are shown as figure 5.4 in below.

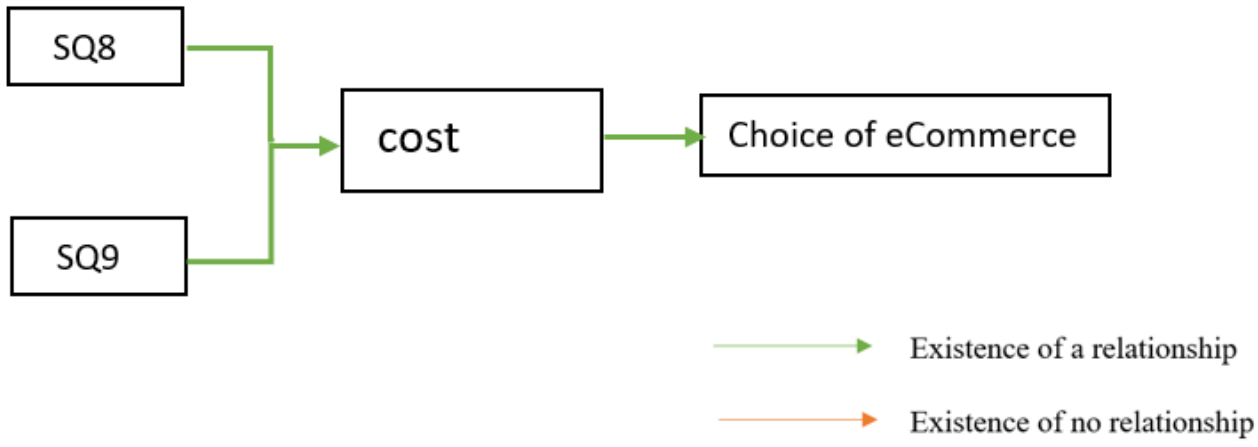


Figure 5.5 Descriptive analysis results about the survey questions related to cost and the main RQ

5.2.5 Trust

Table 5.5 Descriptive analysis results of Trust

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ3 personal information	62.6%	RQ1	64.1%
SQ4 bank information	66.7%		
SQ5 leak of physical contact	62.9%		

H1. Trust influence the choice of eCommerce

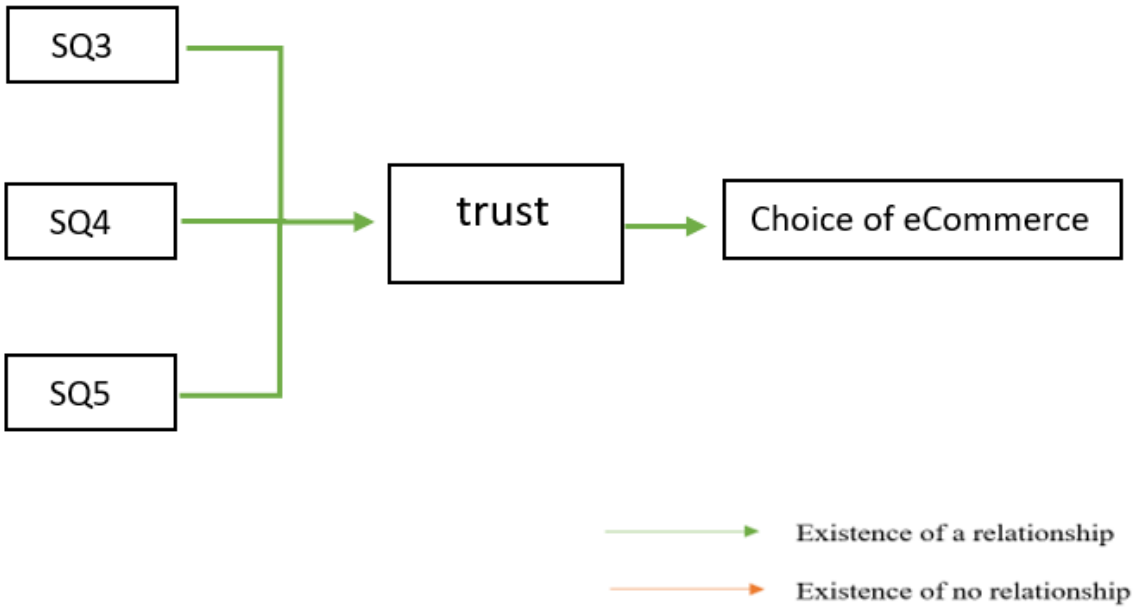
RQ1. Does trust influence consumers choice of eCommerce?

The survey questions associated with RQ1 are SQ3, SQ4, SQ5.

From the data of descriptive analysis, trust is the 5th important factor for the choice of eCommerce. Per the literature review section 2.3, trust determines whether consumers intend to use or to continue to use the service (Pavlou, 2003, as cited by Sarkar et al., 2020). These two results are consistent.

The results are shown in figure 5.5.

Figure 5.6 Descriptive analysis results about the survey questions related to trust and the main RQ



5.2.6 Delivery

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ10 time	63.1%	RQ4	63.5%
SQ11fee	67.8%		
SQ12 staff attitude	59.5%		

H4. Delivery influences the choice of eCommerce

RQ4. Does delivery influence consumers choice of eCommerce?

The survey questions associated with RQ4 are SQ10, SQ11, SQ12.

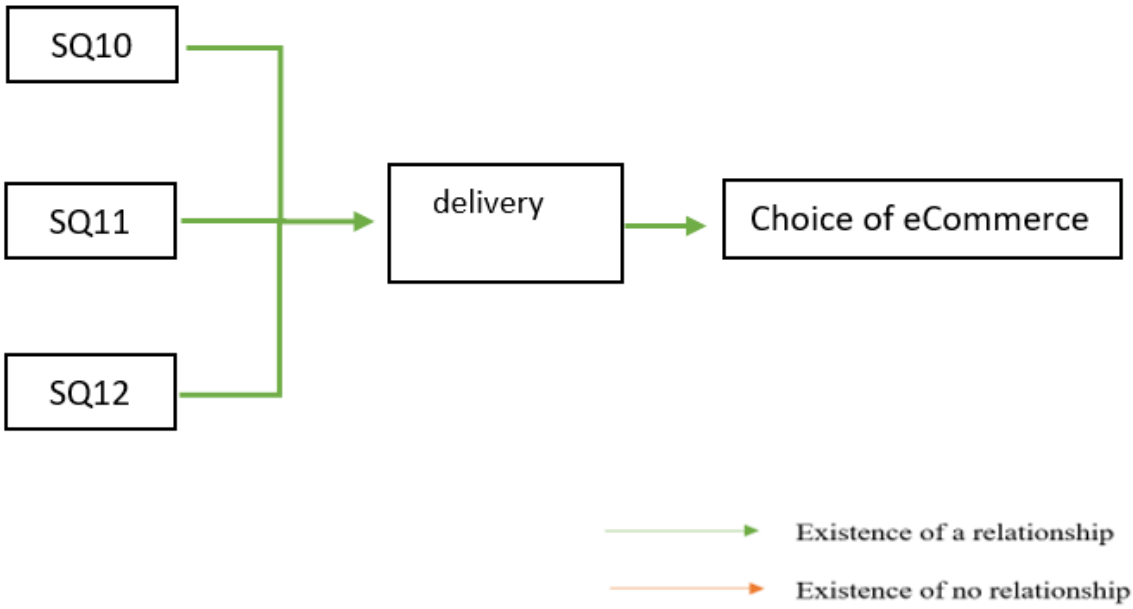
In eCommerce, delivery is a necessary part of the shopping process. In previous research, results show that delivery cost and time influence consumers' purchase intention (Miyatake, Nemoto, Nakaharai, & Hayashi, 2016; Ahmad & Callow, 2018; Sainathan, 2018).

In this online survey, 63.5% respondents agreed delivery could affect their decision. Delivery is the 6th important factor. The respondents thought delivery fee is slightly more important than delivery time. As delivery staff contact consumers in China, their attitude could influence consumers feeling

about delivery too. There were about 59.5% respondents agreed that staff attitude affects their decision.

The results from the descriptive analysis and literature review section 2.6 confirmed each other. Figure 5.6 illustrates the results of the descriptive analysis of delivery.

Figure 5.7 Descriptive analysis results about the survey questions related to delivery and the main RQ



5.2.7 Information channel

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ13 family	48.2%	RQ5	51.2%
SQ14 friends	53.3%		
SQ15 social media	52.1%		

H5. Information channel influences the choice of eCommerce

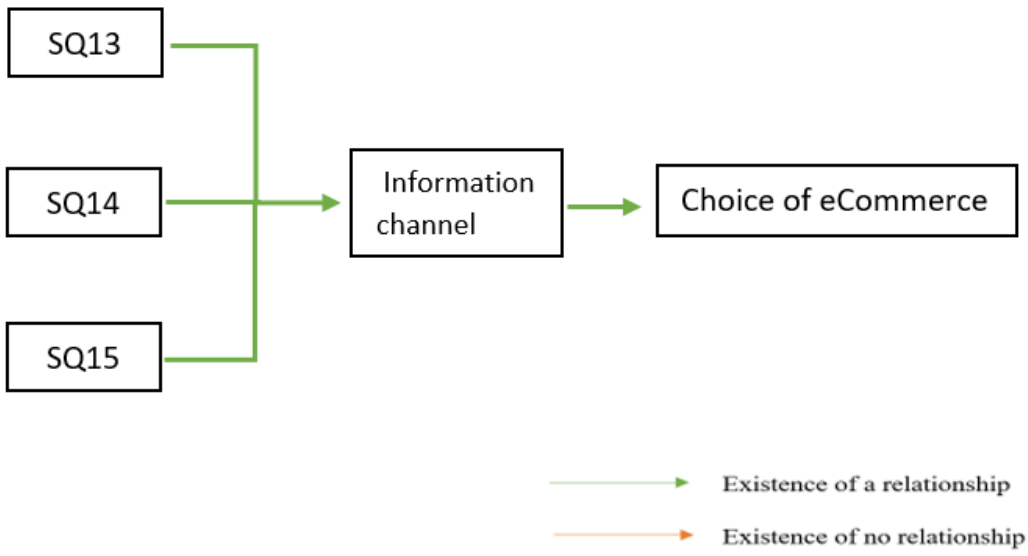
RQ5. Does information channel influence consumers choice of eCommerce?

The survey questions associated with RQ5 are SQ13, SQ14, SQ15.

The results of the descriptive analysis show that 51.2% respondents agreed that information channel affects their choice of eCommerce. Both family, friends, and social media cloud influence consumers' decision.

The results from the descriptive analysis adhere to the previous literature review section 2.7. Figure 5.7 presents the results of the descriptive analysis of information channel.

Figure 5.8 Descriptive analysis results about the survey questions related to information channel and the main RQ



5.2.8 Culture

Main Survey Question	Agree rate	Sub-research Question	Agree rate to the research question
SQ18 religion	36.3%	RQ7	44.3%
SQ19 education level	52.2%		

H7. Culture influences the choice of eCommerce

RQ7. Does culture influence consumers choice of eCommerce?

The survey questions associated with RQ7 are SQ18, SQ19.

The last factor is culture. Culture has a wide range. The researcher chose religion and education for this survey. SQ18 was about religion, 44.8% respondents disagreed that it would affect their choice. The per cent was more than the respondents who agree. Hence, there was no connection between religion and choice of eCommerce.

However, SQ18 and SQ19 combined together. There were around 44.3% respondents agreed that culture could influence their choice of eCommerce. The disagree rate is about 33.8%. Overall, culture is an influential factor for the choice of eCommerce in Shenzhen.

In the literature review section 2.9, the researcher presented some scholars who confirmed the same results (Smith et al., 2013; Aziz, Mohamed, & Zakaria, 2015; Zhang & Tsai, 2017).

The results of SQ18, SQ19, RQ7 and the research question are shown in figure 5.8.

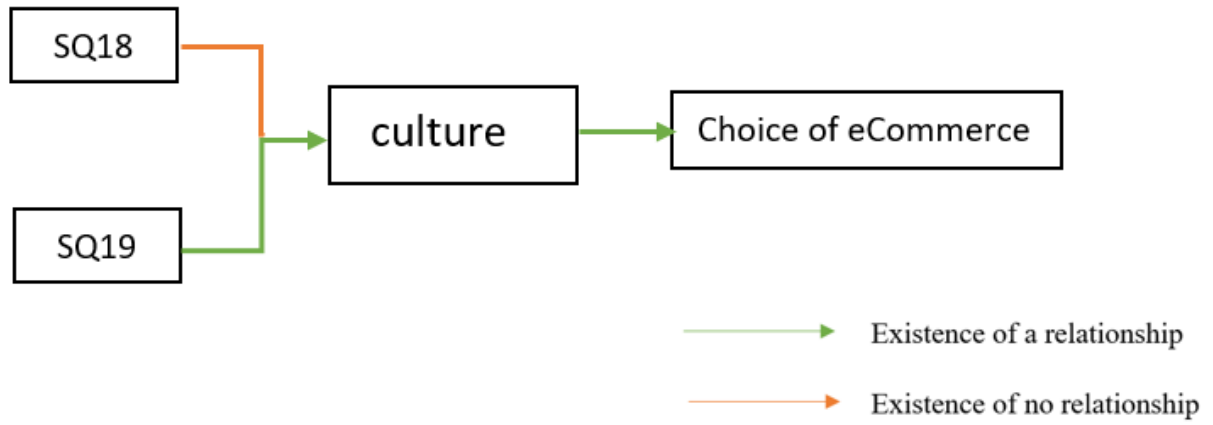


Figure 5.9 Descriptive analysis results about the survey questions related to culture and the main RQ

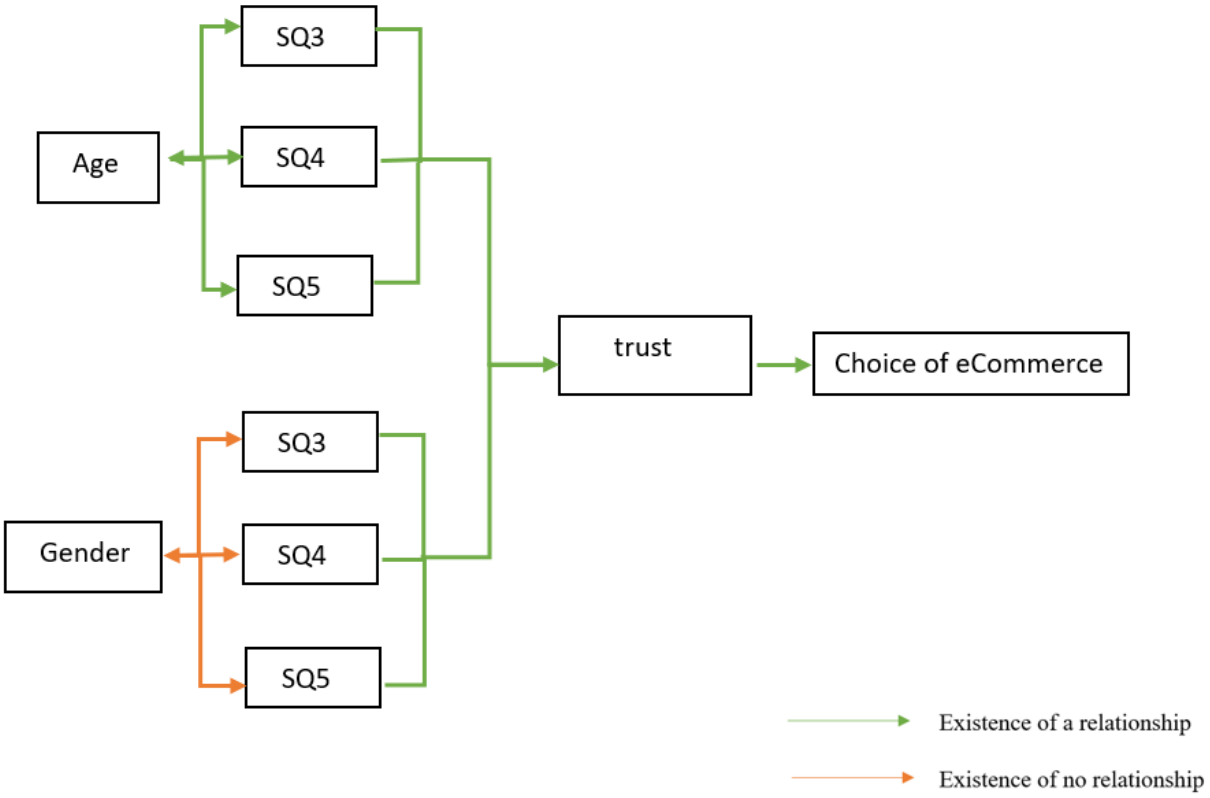
5.3 Discussion on Chi-Square results

This section discusses the results of the Chi-square analysis executed between moderating variables and independent variables. The analysis was performed using SPSS. Chi-square tests were performed on each survey question concerning age and gender to calculate the p-value. With the help of the p-value derived, the relationship between the moderation variables and the independent variables was established as independent or existence. The data of Chi-square tests were derived from an online survey from 655 participants. The detail results for each survey question was presented in Chapter 4. In this section, the results of Chi-square are summarised by each RQ, and presented in figures. The discussion is from RQ1 to RQ8 in order.

5.3.1 Relationship of age/gender in RQ1 trust

As SQ1 was about age, SQ2 was about gender, the survey questions associated with trust were SQ3, SQ4, SQ5. Figure 5.1 signifies the moderating variables and independent variables. Significance between age and gender in trust is discussed based on the Chi-square analysis results.

Figure 5.10 The relationship between age, gender and RQ1 trust



H1. Trust influence the choice of eCommerce

RQ 1. Does trust influence consumers choice of eCommerce?

SQ3 was about personal information. SQ4 was bank information. SQ5 was about lack of physical touch.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

From the Chi-square analysis results, it was proved that there is a relation between age and RQ1. However, gender and RQ1 were statistically independent.

5.3.2 Relationship of age, gender and RQ2 review

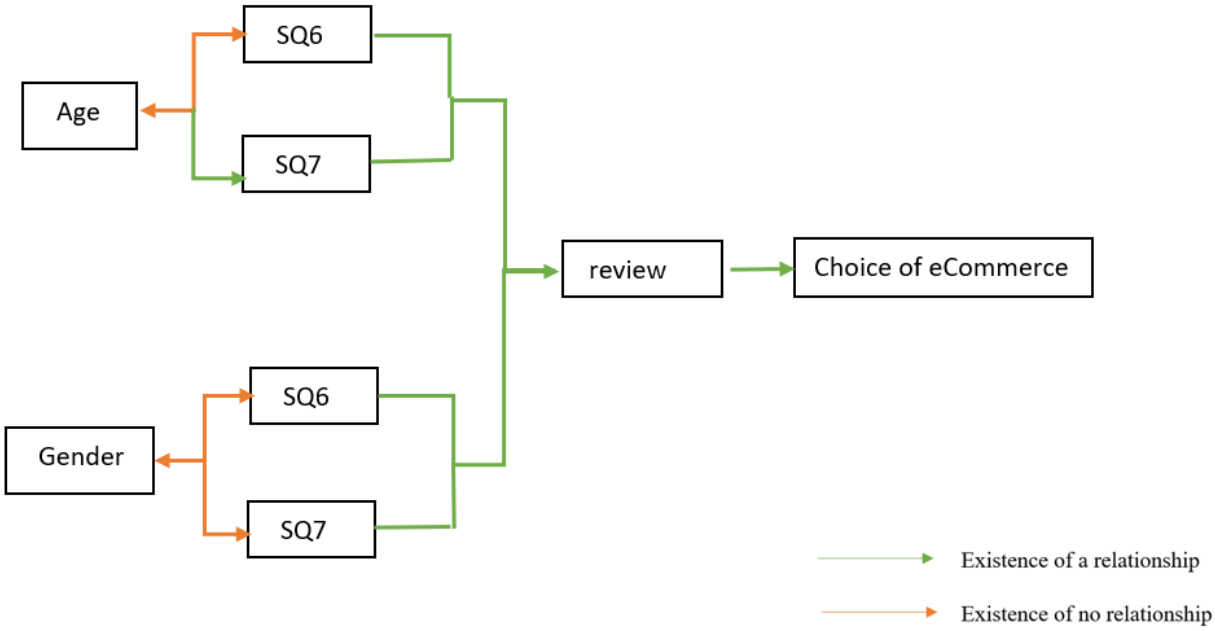


Figure 5.11 The relationship between age, gender and RQ2 review

H2. Reviews influence the choice of eCommerce

RQ 2. Does review influence consumers choice of eCommerce?

SQ6 is about review quantity. SQ7 is about review quality.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

Figure 5.2 illustrates the significance of age, gender and RQ2. The survey questions associated with review are SQ6, SQ7. SQ6 was about review quantity. SQ7 was about review quality. Per the results of Chi-square analysis, the only relationship between variables in RQ2 is age and SQ7. Others are independent of each other.

5.3.3 Relationship of age, gender and RQ3 cost

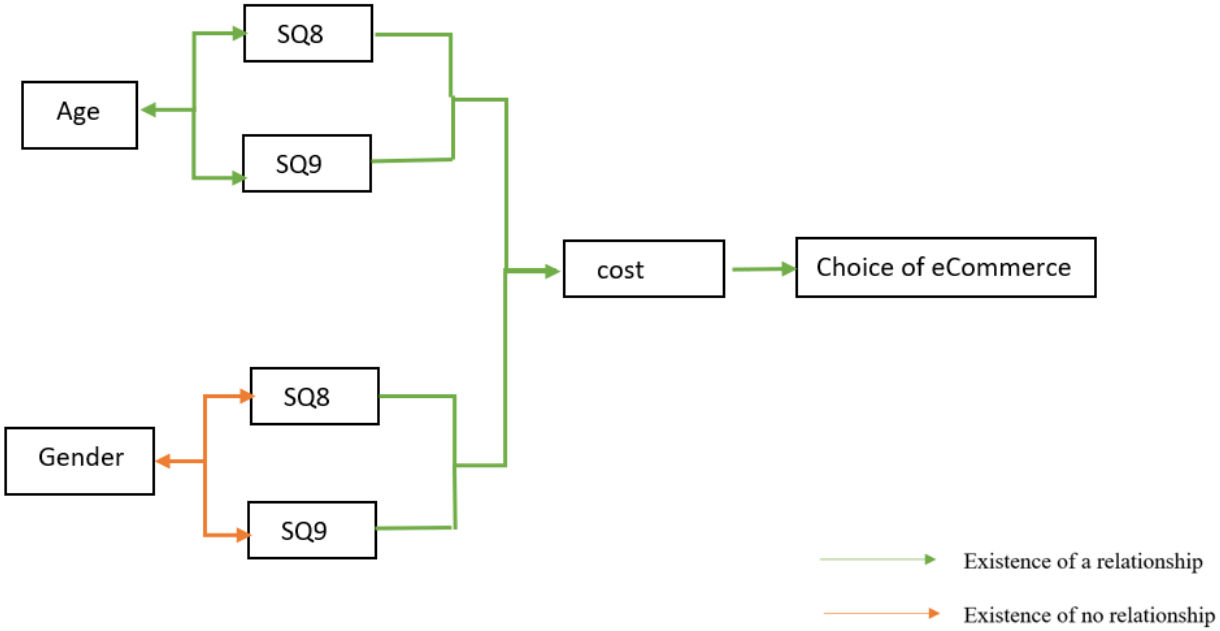


Figure 5.12 The relationship between age, gender and RQ3 cost

H3. Cost influences the choice of eCommerce

RQ 3. Does cost influence consumers choice of eCommerce?

SQ8 was about price. SQ9 was about searching time.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

From the Chi-square test, age has a relationship with the factor cost, but gender and cost are independent of each other.

5.3.4 Relationship of age, gender and RQ4 delivery

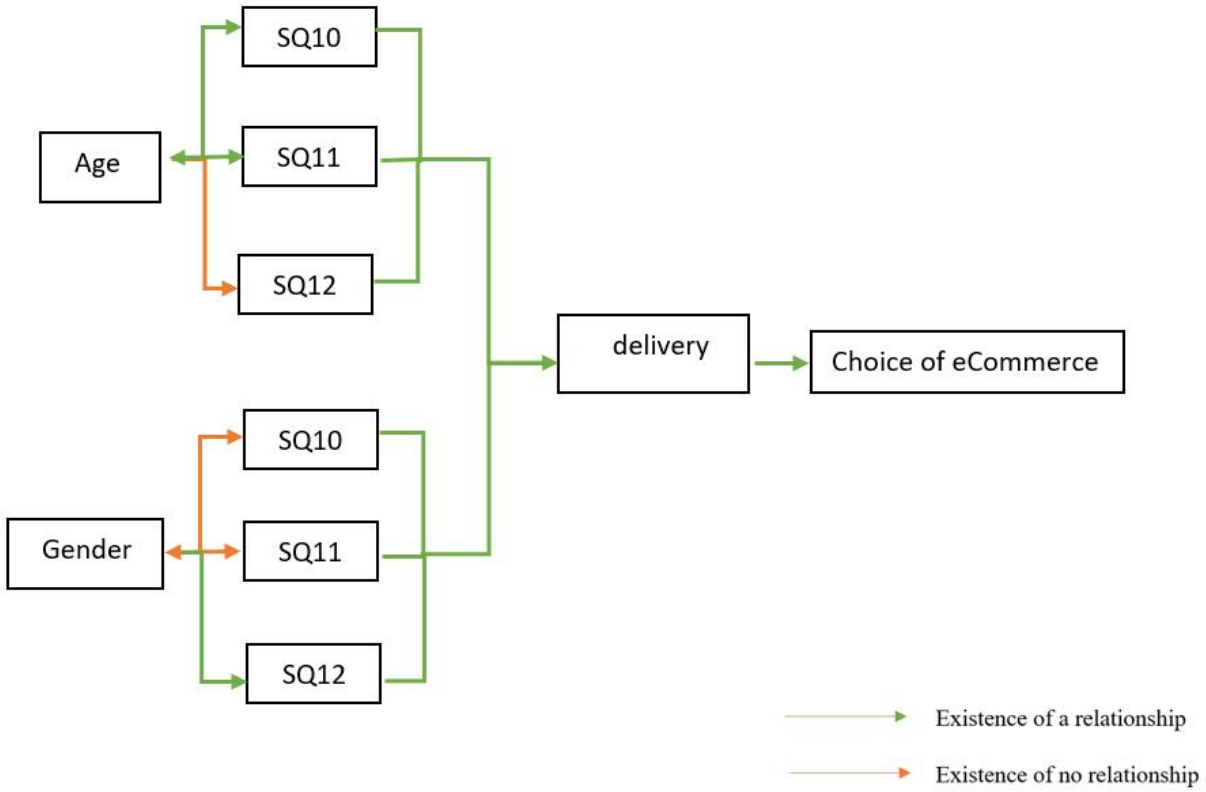


Figure 5.13 The relationship between age, gender and RQ4 delivery

H4. Delivery influences the choice of eCommerce

RQ 4. Does delivery influence consumers choice of eCommerce?

SQ10 was about delivery time. SQ11 was about delivery fee. SQ12 was about staff attitude.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

From the Chi-square test performed, it was evident that there is no connection between age and SQ12; gender and SQ10, SQ11. But there is a relationship between age and SQ10, SQ11; gender and SQ12.

5.3.5 Relationship of age, gender and RQ5 information channel

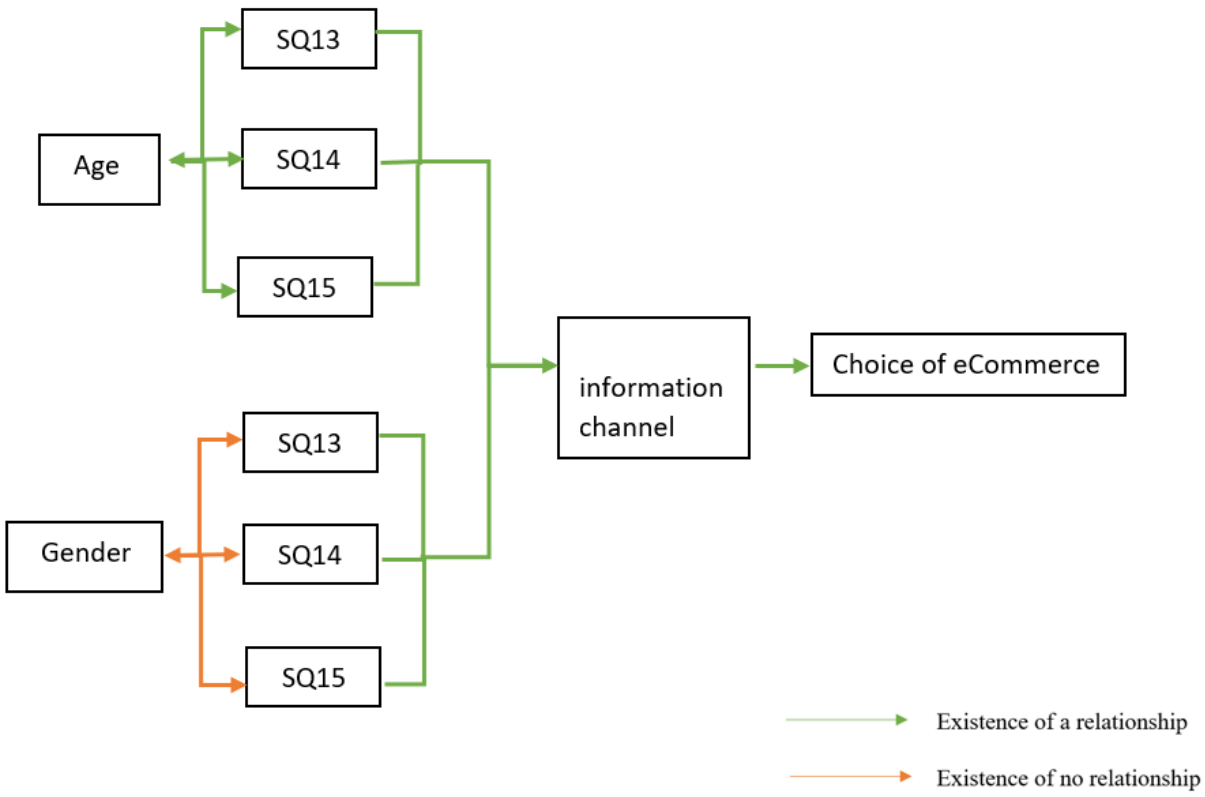


Figure 5.14 The relationship between age, gender and RQ5 information channel

H5. Information channel influences the choice of eCommerce

RQ 5. Does information channel influence consumers choice of eCommerce?

SQ13 was about family. SQ14 was about friends. SQ15 was about social media.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

Figure 5.13 concludes the results of Chi-square test about survey questions related to the information channel.

Gender and the survey questions are statistically independent of each other. Age has relations with the survey questions.

5.3.6 Relationship of age, gender and RQ6 website

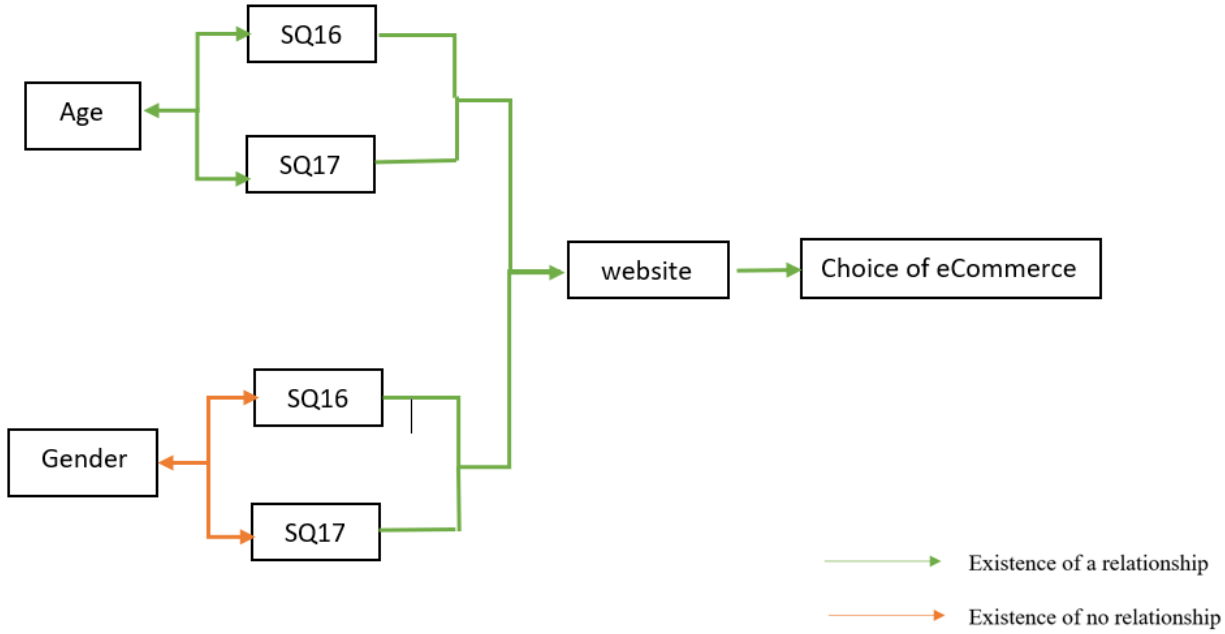


Figure 5.15 The relationship between age, gender and RQ6 website

H6. Website influences the choice of eCommerce

RQ 6. Does the website influence consumers choice of eCommerce?

SQ16 was about ease of use. SQ17 was about reliability.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

Figure 5.14 concludes the results of Chi-square test about survey questions related to website.

There is a relation between age and SQ related to website. However, gender and the SQs are independent.

5.3.7 Relationship of age, gender and RQ7 culture

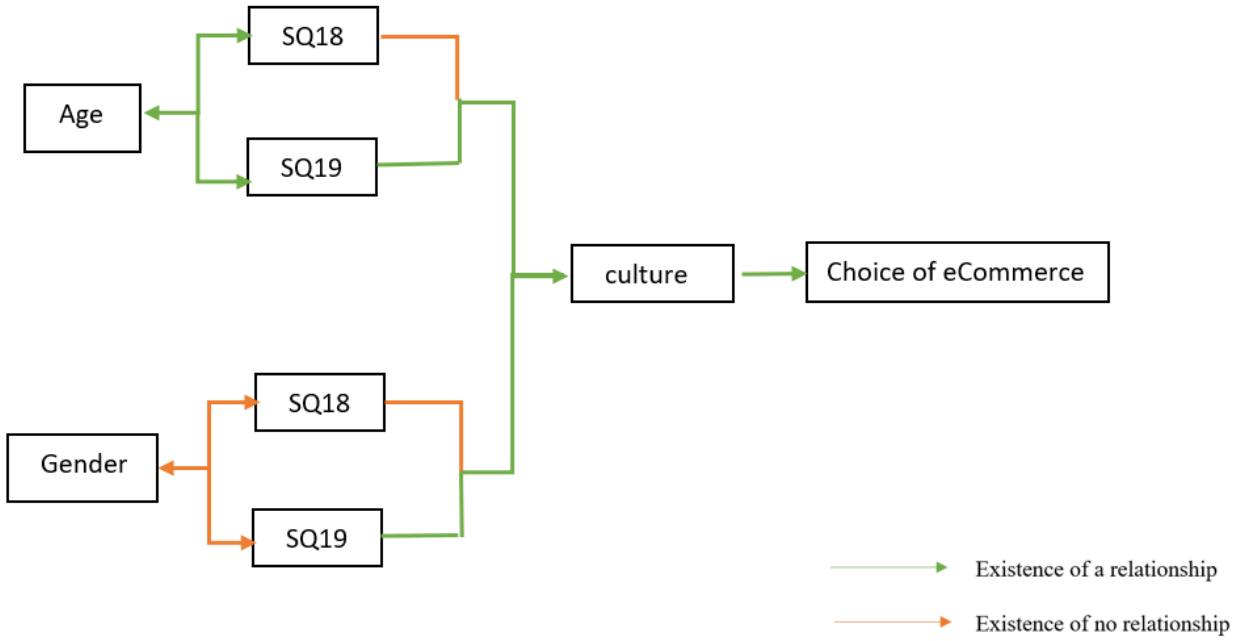


Figure 5.16 The relationship between age, gender and RQ7 culture

H7. Culture influences the choice of eCommerce

RQ 7. Does culture influence consumers choice of eCommerce?

SQ18 was about religion. SQ19 was about education level.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

Figure 5.15 concludes the results of Chi-square test about survey questions related to culture.

Age and gender are both independent of the survey questions related to culture.

5.3.8 Relationship of age, gender and RQ8 service

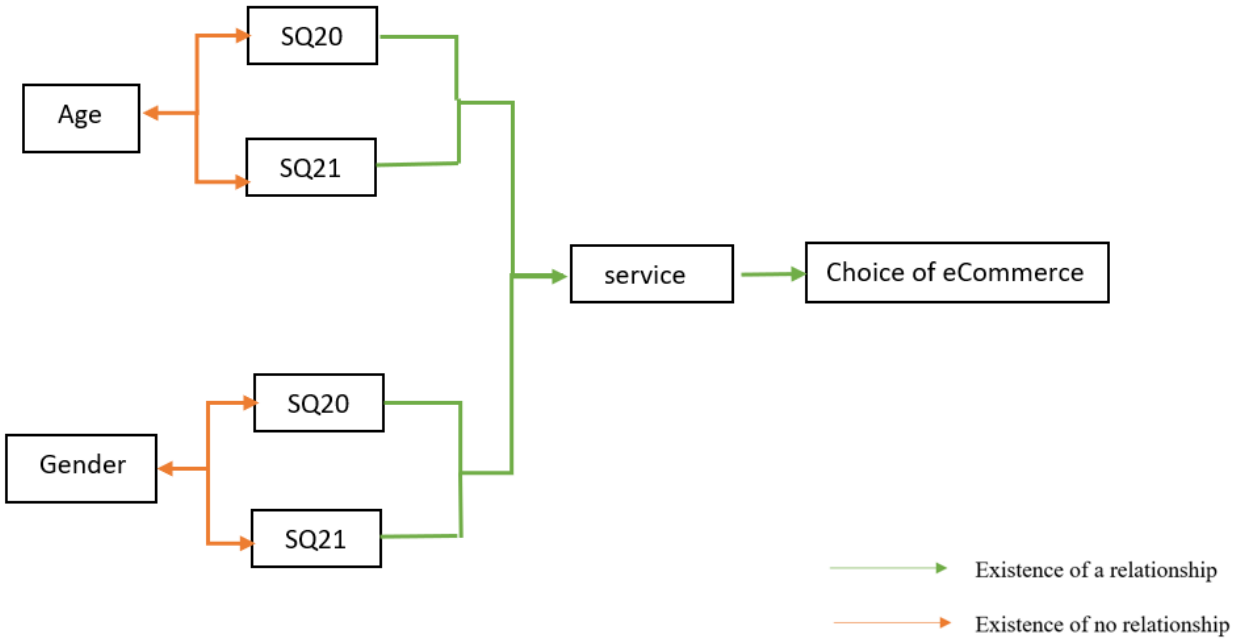


Figure 5.17 The relationship between age, gender and RQ8 service

H8. Service influences the choice of eCommerce

RQ 8. Does service influence consumers choice of eCommerce?

SQ20 was about pre-sale service. SQ21 was about after-sale service.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

Figure 5.16 concludes the results of Chi-square test about survey questions related to service.

Age and gender are both statistically independent from the survey questions related to culture.

5.4 Discussion on ANOVA Analysis

This segment discusses the summarised results of ANOVA test on each RQ. Then results were presented by figure. The data derived from an online survey of 655 participants. The analysis was performed using SPSS. ANOVA tests were performed on each survey question concerning age*gender to calculate the p-value. With the help of the p-value derived, the relationship between age*gender and each survey question was dscussed. The detailed results of AVONA tests on each survey question were presented in Chapter 4.

5.4.1 Relationship of age*gender and RQ1 trust

H1. Trust influence the choice of eCommerce

RQ 1. Does trust influence consumers choice of eCommerce?

SQ3 was about personal information. SQ4 was bank information. SQ5 was about lack of physical touch.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between trust in eCommerce and different groups of consumers. Figure 5.17 presents the results.

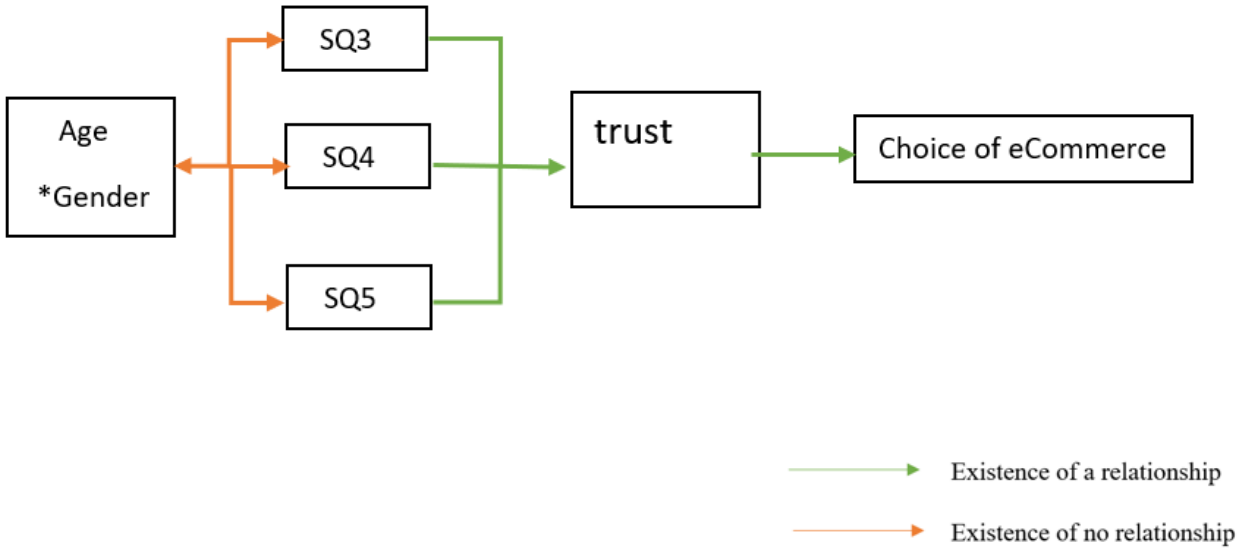


Figure 5.18 relation between age*gender and RQ1 trust

5.4.2 Relationship of age*gender and RQ2 review

H2. Reviews influence the choice of eCommerce

RQ 2. Does review influence consumers choice of eCommerce?

SQ6 was about review quantity. SQ7 was about review quality.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between RQ2 review and different group of respondents. Figure 5.18 illustrates the results.

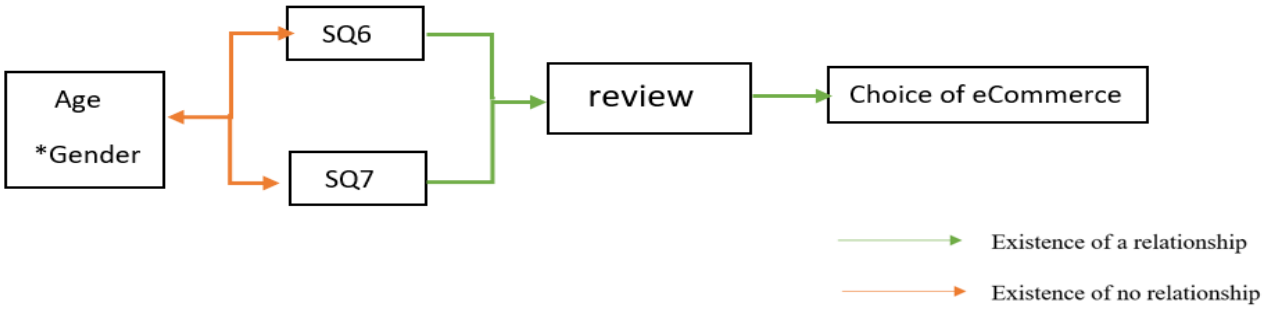


Figure 5.19 relation between age*gender and RQ2 review

5.4.3 Relationship of age*gender and RQ3 cost

H3. Cost influences the choice of eCommerce

RQ 3. Does cost influence consumers choice of eCommerce?

SQ8 was about price. SQ9 was about searching time.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between RQ3 cost and different group of respondents. Figure 5.19 illustrates the results.

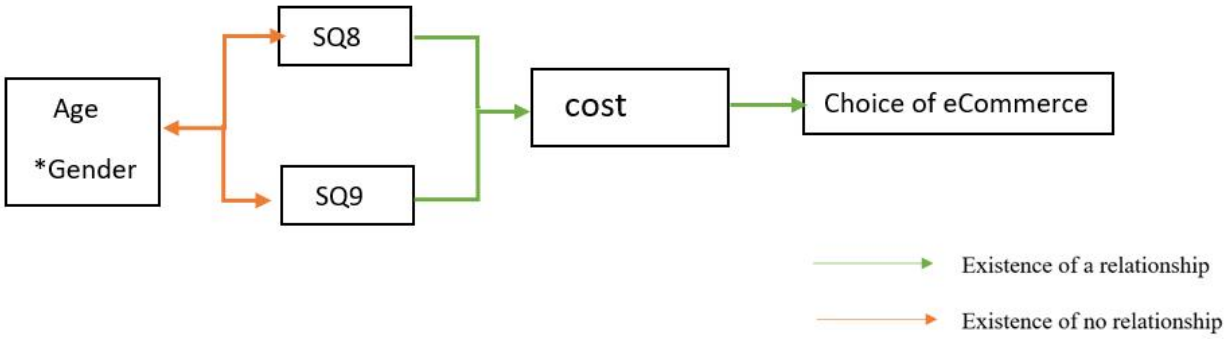


Figure 5.20 relation between age*gender and RQ3 cost

5.4.4 Relationship of age*gender and RQ4 delivery

H4. Delivery influences the choice of eCommerce

RQ 4. Does delivery influence consumers choice of eCommerce?

SQ10 was about delivery time. SQ11 was about delivery fee. SQ12 was about staff attitude.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between RQ4 delivery and different group of respondents. Figure 5.20 illustrates the results.

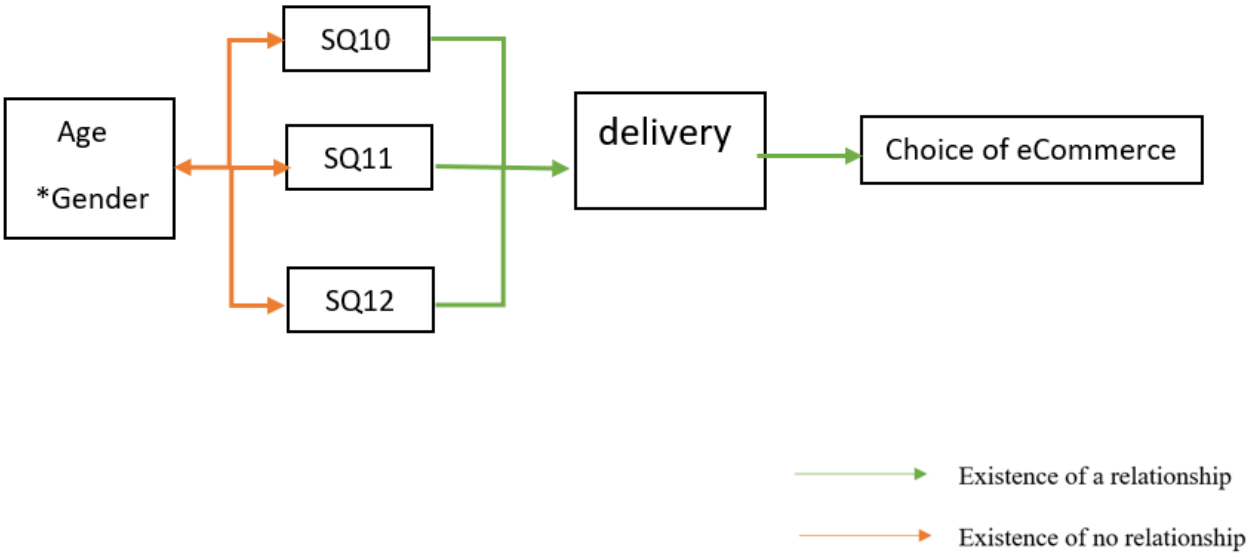


Figure 5.21 relation between age*gender and RQ4 delivery

5.4.5 Relationship of age*gender and RQ5 information channel

H5. Information channel influences the choice of eCommerce

RQ 5. Does information channel influence consumers choice of eCommerce?

SQ13 was about family. SQ14 was about friends. SQ15 was about social media.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between RQ5 information channel and different group of respondents. Figure 5.21 illustrates the results.

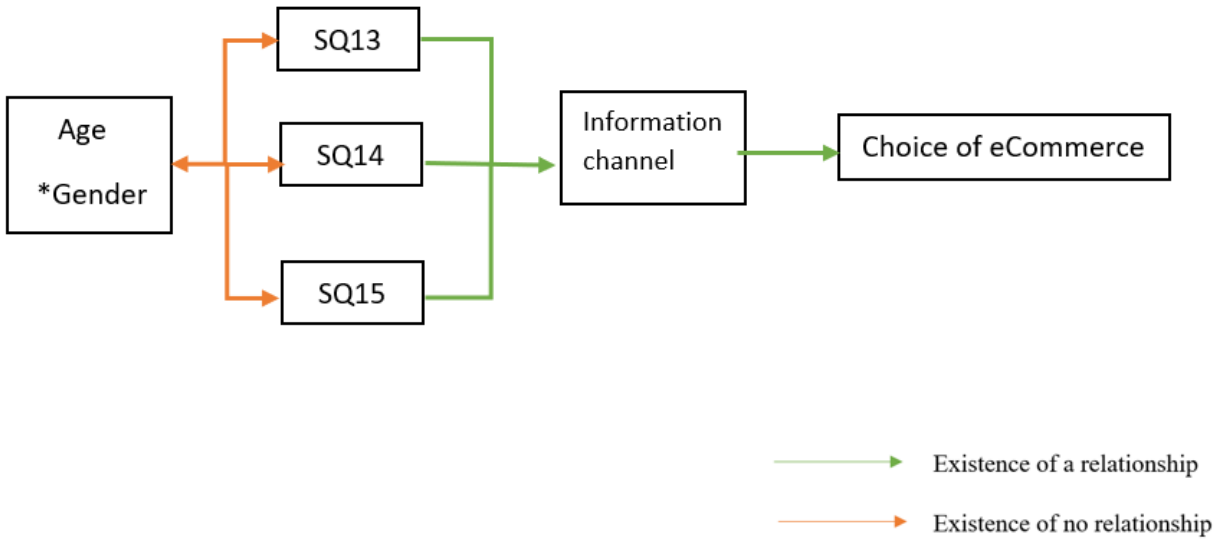


Figure 5.22 relation between age*gender and RQ5 information channel

5.4.6 Relationship of age*gender and RQ6 website

H6. Website influences the choice of eCommerce

RQ 6. Does the website influence consumers choice of eCommerce?

SQ16 was about ease of use. SQ17 was about reliability.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between RQ6 website and different group of respondents. Figure 5.22 illustrates the results

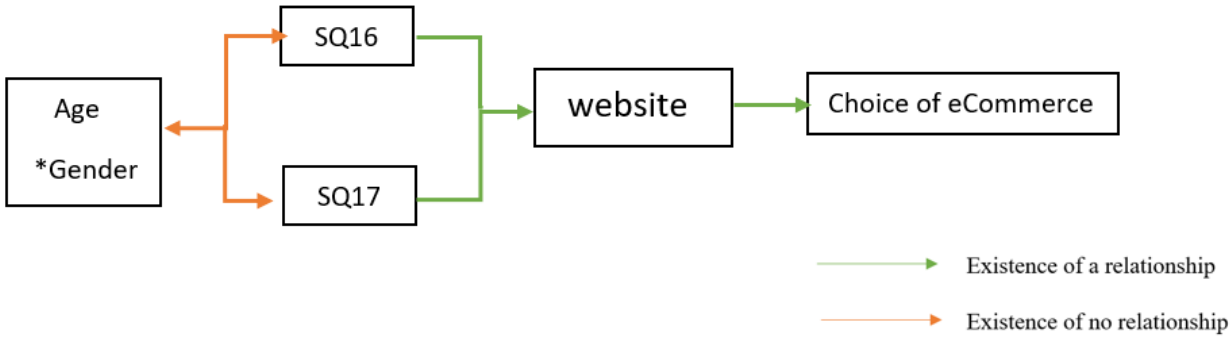


Figure 5.23 relation between age*gender and RQ6 website

5.4.7 Relationship of age*gender and RQ7 culture

H7. Culture influences the choice of eCommerce

RQ 7. Does culture influence consumers choice of eCommerce?

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between RQ7 culture and different group of respondents. Figure 5.23 illustrates the results.

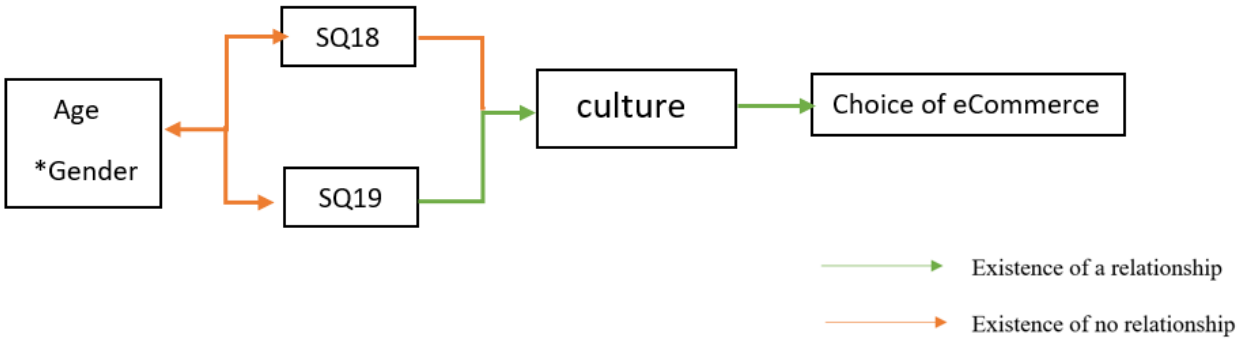


Figure 5.24 relation between age*gender and RQ7 culture

5.4.8 Relationship of age*gender and RQ8 service

H8. Service influences the choice of eCommerce

RQ 8. Does service influence consumers choice of eCommerce?

SQ18 was about pre-sale service. SQ19 was about after-sale service.

Green lines show the existence of a relationship.

Red lines show the existence of no relationship.

The results from the ANOVA show that there is no interaction between RQ8 service and different group of respondents. Figure 5.24 illustrates the results.

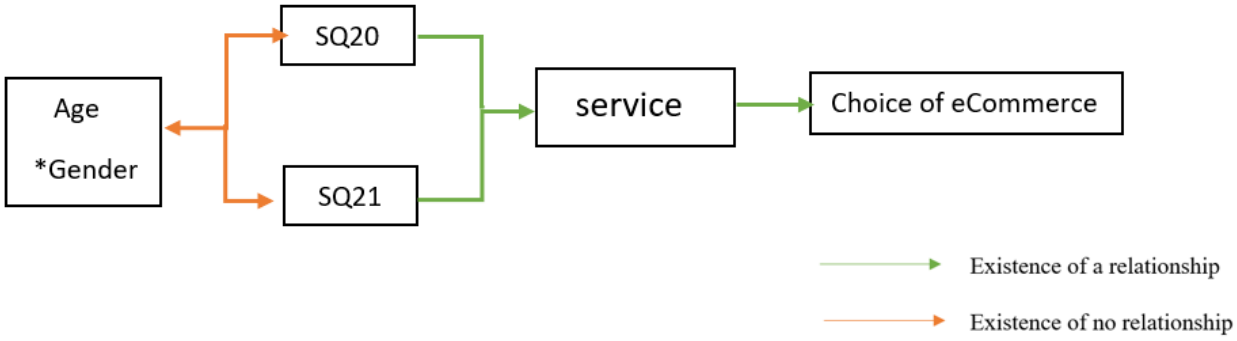


Figure 5.25 relation between age*gender and RQ8 service

5.4 Limitations

The research questions were quantitative. Therefore, for the better quality of data collection, more qualitative questions could be included in future which might help in finding and understanding the opinion of the eCommerce consumers.

Qualitative questions such as what is your reason to choose eCommerce, what makes you choose eCommerce, comparison between eCommerce and physical shopping.

In addition, due to time and funding constraints, this survey used a convenience sample. Therefore, a better demographic mix of consumers could be approached to generalize the result for all consumers in Shenzhen.

Also, in the case of ANOVA test, more combinations could be tried of dependent variables to find out the significant values.

Besides, every analysis method has its limitation. For example, the results of the Chi-square test do not necessarily imply that moderating variables have any causal effect on the other. To find out whether age/gender affect consumers' choice, more detailed analysis is be required. The results of any analysis can only illustrate the situation from a certain aspect.

All those could cause deviation from the actual situation.

5.5 Conclusion

This chapter discusses the results obtained after the performance of various qualitative analysis. The researcher consider that this study could have expanded by including more open-ended questions

and change the sampling method for more accurate results. Those are the limitations of the study. Suggestions about those limitations are also discussed in this chapter.

The results from the descriptive analysis were compared with the previous literature review. H7 was partially supported. Other seven hypotheses presented in the literature review are supported by the results of descriptive analysis. Figure 5.26 shows the linking between hypothesis and results. The results might provide references for industrial in the decision-making process.

Figure 5.26 Linking hypothesis and results

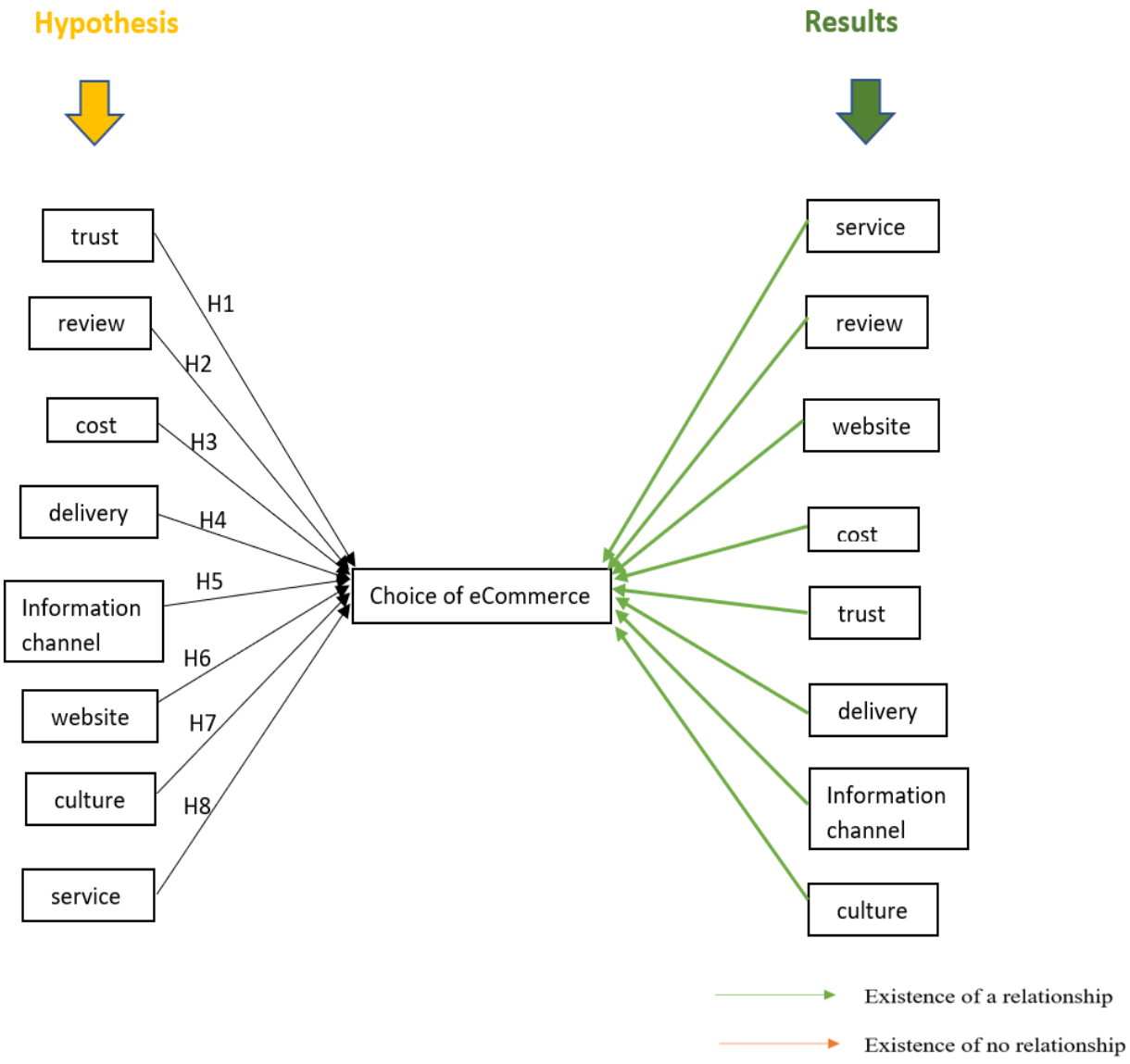


Figure 5.26 illustrates the results confirm the acceptance of all proposed hypotheses and the overall validation of the research model. Looking at each hypothesis of the research model, it can be concluded that the influential factors for the choice of eCommerce (weight rank from high to low)

are: service, review, website, cost, trust, delivery, information channel, and culture. The findings corroborate the results obtained in the literature review.

H7 (culture) was partially supported since SQ18 was disagreed by majorities. However, overall, the agree rate of SQ18 and SQ19 together overweighed disagree rate, which leads to the fact that culture is an influential factor. Some previous studies proved that there are differences in influential factors for the choice of eCommerce in different cultural backgrounds (Aziz et al., 2015; Song et al., 2016). However, culture is a difficult thing to define. Culture includes much more than religion and education level. Furthermore, culture usually affects people subconsciously. As this study used self-reported data, the data depended on participants' conscious thinking. This factor could be further discovered with other research methods in future.

The results of the Chi-square and AVONA test were summarized in this chapter for each sub-research question and the connection of the theoretical research framework.

However, there are some limitations which were discussed in this chapter as well.

Next chapter presents the recommendations for future work and concluding of the research.

6. CONCLUSION

6.1 Introduction

In section 6.2, the researcher presents a critical analysis of the research process, discusses the limitation and the recommendation of future work.

In section 6.3, the researcher discusses the significance of the finding to IT field. The researcher portrays the whole research process and presents the results.

6.2 Future Work

ECommerce grows incredibly worldwide. Ecommerce not only brings convenience to people's daily life. To understand the factors behind consumers choice of eCommerce and the weight of each factor could help industrial improve competitiveness. Base on the literature review in chapter 2, the research examined and evaluated the weight of eight factors (service, review, website, cost, trust, delivery, information channel, culture). According to the results of the analysis in previous chapters, the importance of these eight influential factors are (ranked from high to low): service, review, website, cost, trust, delivery, information channel, culture. The research aim can be considered as met.

Despite the fact that the researcher chose a suitable process base on the best of the researcher's knowledge, the research has some limitations similar to other researches.

Firstly, the data was collected via an online survey tool with a convenience sample method. Online survey is an efficient instrument for collecting self-report data from respondents. However, due to the nature of self-report data, it is hard to avoid dishonest answer and bias from respondents. Convenience sampling is also a time-efficient method for data collecting. But the statistical significance of the findings may deviate with a critical statistical sampling. As future research, the researcher recommends using various sampling method to avoid the above limitations.

Secondly, the geographical scope of this research is limited in Shenzhen city. However, eBusiness industrial faces consumers from various regions. Furthermore, the economic and cultural background of each region could be different. All those may result in the difference of influential factors of purchase intention. Hence, to understand consumers better, it is necessary to expand the geographic scope of research in future.

Thirdly, the research approach can be expanded. The researcher chose the quantitative approach. Quantitative analysis has been performed to examine the hypothesis. With the results of quantitative

analysis, the answer to researcher questions has been retrieved. However, the quantitative approach can only reveal results on specific aspects of knowledge. The results of quantitative shows more on what and to what extent but often fails to establish the why and how (Creswell, 2012). Hence, future researchers may consider the qualitative approach for further exploring.

6.3 Concluding Remarks

ECommerce grows incredibly worldwide. Ecommerce is more than just an economic growth point. This IT application combined with computing, marketing, and online payments is particularly useful to reduce the impact on whole society at a special time, such as a pandemic lockdown. However, online consumers have different and complex purchase decisions compared with traditional physical shopping consumers. Understanding the factors behind consumers' choice of eCommerce and the weight of each influential factor could help the eCommerce industry optimize their strategy. This research focuses on the influential factors that impact consumers' choice of eCommerce in Shenzhen City, China. Base on the literature review in chapter 2, the research mainly examined and evaluated the weight of the following factors: trust, review, cost, delivery, information channel, website, culture and service.

This literature review helped in emphasizing the importance of each factor and lead to formulating the Research Questions for this research project. The philosophical worldview for this research is post-positivism, and quantitative approach was used. The theoretical framework for this research is a modified SERVQUAL model. The sampling technique, data gathering, and data analysis method for this research are also discussed. The limitations for this research and future works are discussed in this report as well. The analysis was performed by using an IBM statistical analytics tool, SPSS. The online survey was conducted on a social media tool (Wechat). The data was exported from the online portal into SPSS format. The researcher did the coding in viable view page in SPSS. Descriptive analysis, the Chi-square test, and ANOVA test have been performed to retrieve answers to the research questions.

For sampling, a population size of 13,020,000 was considered, with a confidence interval of 4 and a confidence level of 95%, hence the sample size for this research was 600. In this survey, a total of 655 responses were collected. The number of responses reached a statistically significant number.

From the results of descriptive analysis, the researcher can conclude that H1(trust), H2(review), H3(cost), H4(delivery), H5(information channel), H6(website), and H8(service) are supported. H7 (culture) is partially supported since the majority of the participants disagreed that religion would affect their choice. The results of religion are different from the findings from the literature review

in section 2.9. However, the agree rate of H7 overweighed the disagree rate. Hence, culture is one of the influential factors for the choice of eCommerce.

The relationships between moderating variables and main survey questions have been presented as in chapter 4. The results of Chi-square test and ANOVA test are presented in below tables.

Table 6.1 Summary Chi-square test Age & RQ

Moderating variable	Sub-research question	Main SQ	Chi-Square results
Age	RQ1 trust	SQ3: personal information	H_1
		SQ4: bank information	H_1
		SQ5: physical touch	H_1
	RQ2 review	SQ6: review quantity	H_0
		SQ7: review quality	H_1
	RQ3 cost	SQ8: price	H_1
		SQ9: searching time	H_1
	RQ4 delivery	SQ10: delivery time	H_1
		SQ11: delivery fee	H_1
		SQ12: delivery staff attitude	H_0
	RQ5 information channel	SQ13: information channel family	H_1
		SQ14: information channel friends	H_1
		SQ15: information channel social media	H_1
	RQ6 website	SQ16: website ease of use	H_1
		SQ17: website reliable	H_1
	RQ7 culture	SQ18: culture religion	H_1
		SQ19: culture education level	H_1
	RQ8 service	SQ20: pre-sale service	H_0
		SQ21: after-sale service	H_0

From Table 6.1, age and RQ8 (service) has no relationship. Age and RQ4 (delivery), and Age an RQ2 (review) have a partial relationship. Age has a relationship with RQ1 (trust), RQ3(delivery), RQ5 (information channel), RQ6 (website), and RQ7 (culture).

Table 6.2 Summary Chi-square test Gender & RQ

Moderating variable	Sub-research question	Main SQ	Chi-Square results
Gender	RQ1 trust	SQ3: personal information	H_0
		SQ4: bank information	H_0
		SQ5: physical touch	H_0
	RQ2 review	SQ6: review quantity	H_0
		SQ7: review quality	H_0
	RQ3 cost	SQ8: price	H_0
		SQ9: searching time	H_0
	RQ4 delivery	SQ10: delivery time	H_0
		SQ11: delivery fee	H_0
		SQ12: delivery staff attitude	H_1
	RQ5 information channel	SQ13: information channel family	H_0
		SQ14: information channel friends	H_0
		SQ15: information channel social media	H_0
	RQ6 website	SQ16: website ease of us	H_0
		SQ17: website reliable	H_0
	RQ7 culture	SQ18: culture religion	H_0
		SQ19: culture education level	H_0
	RQ8 service	SQ20: pre-sale service	H_0
		SQ21: after-sale service	H_0

From Table 6.2, gender and RQ4 (delivery) shows a partial relationship. RQ1 (trust), RQ2 (review), RQ3 (cost), RQ5 (information channel), RQ6 (website), RQ7 (culture) and RQ8 (service) have no relationship with gender.

Table 6.3 Summary ANOVA test Age*Gender & RQ

Moderating variable	Sub-research question	Main SQ	ANOVA results
Age*Gender	RQ1 trust	SQ3: personal information	H_0
		SQ4: bank information	H_0
		SQ5: physical touch	H_0
	RQ2 review	SQ6: review quantity	H_0
		SQ7: review quality	H_0
	RQ3 cost	SQ8: price	H_0
		SQ9: searching time	H_0
	RQ4 delivery	SQ10: delivery time	H_0
		SQ11: delivery fee	H_0
		SQ12: delivery staff attitude	H_0
	RQ5 information channel	SQ13: information channel family	H_0
		SQ14: information channel friends	H_0
		SQ15: information channel social media	H_0
	RQ6 website	SQ16: website ease of us	H_0
		SQ17: website reliable	H_0
	RQ7 culture	SQ18: culture religion	H_0
		SQ19: culture education level	H_0
	RQ8 service	SQ20: pre-sale service	H_0
		SQ21: after-sale service	H_0

From Table 6.3, the interaction between age and gender does not affect any research questions.

With the help of previous studies together with the analysis carried out, the research questions have been answered, and the hypotheses have been tested. Overall, it is evident that the influential factors for the choice of eCommerce in Shenzhen are (ranked from high to low): service, review, website, cost, trust, delivery, information channel, culture. The researcher can conclude that the research aims have been met.

The weight of the eight factors may guide industry on how to allocate limited resources to win in the fierce competition market in a reason able manner.

CONCLUSION

From the results, it shows that when Shenzhen online consumers make purchase decisions, service is the most important factor that they will consider. Whether platforms can offer good service is essential for customers' purchase decision (Zehir & Narcıkara, 2016). Therefore, it is reasonable to suggest that improving service for online shopping is essential to success in Shenzhen for eCommerce platforms or e-retailers. The culture factor may be less concern among the eight factors.

Male online consumers are concerned about their bank information more than females. The gender difference between the perception of trust was also presented by Junadi and Sefenrianto (2015).

The results show participants who are between 18-25 years tend to be concerned more about cost, delivery, website, but less concerned about trust issues. The different perception in online shopping between ages has been examined by Amirtha and Sivakumar (2018). Young people are also obviously more affected by social media than elder groups. The same result has also been found in previous studies (Cataluna et al., 2014). For those e-retailers whose target customers are young people, those results may help improve their business.

However, there are some limitations to this research. In future, more work could be done in order to obtain broader and more accurate results.

REFERENCES

Ahmad, A., Rahman, O., & Khan, M. N. (2016). Consumer's perception of website service quality: An empirical study. *Journal of Internet Commerce*, *15*(2), 125–141. https://doi.org/10.1080/15332861.2016.1144442

Ahmed, M., Kambam, H. R., Liu, Y., & Uddin, M. N. (2020). Impact of human factors in cloud data breach. *Advances in Intelligent Systems and Computing*, *1084 AISC*, 568–577. https://doi.org/10.1007/978-3-030-34387-3_70

Ahmed, M., Litchfield, A. T., & Sharma, C. (2016). A distributed security model for cloud computing. *AMCIS 2016: Surfing the IT Innovation Wave - 22nd Americas Conference on Information Systems*, 1–10.

Amirtha, R., & Sivakumar, V. J. (2018). Does family life cycle stage influence e-shopping acceptance by Indian women? An examination using the technology acceptance model. *Behaviour and Information Technology*, *37*(3), 267–294. https://doi.org/10.1080/0144929X.2018.1434560

Aulkemeier, F., Schramm, M., Iacob, M. E., & van Hillegersberg, J. (2016). A service-oriented e-commerce reference architecture. *Journal of Theoretical and Applied Electronic Commerce Research*, *11*(1), 26–45. https://doi.org/10.4067/S0718-18762016000100003

Aziz, N. H. A., Mohamed, I. S., & Zakaria, N. B. (2015). Security, risk and trust issues among Muslim users for online businesses. *Procedia Economics and Finance*, *31*(15), 587–594. https://doi.org/10.1016/s2212-5671(15)01207-1

Baum, D., & Spann, M. (2014). *The interplay between online consumer reviews and recommender systems: An experimental analysis*. *International Journal of Electronic Commerce* (Vol. 19). https://doi.org/10.2753/JEC1086-4415190104

Cataluna, F. J. R., Gaitan, J. A., & Correa, P. E. R. (2014). Exploring the influence of eWOM in buying behavior. *International Journal of Management Science and Information Technology*, *0265*(14), 12–26.

Chen, M. C., Wu, P. J., & Hsu, Y. H. (2019). An effective pricing model for the congestion alleviation of e-commerce logistics. *Computers and Industrial Engineering*, *129*(October 2018), 368–376. https://doi.org/10.1016/j.cie.2019.01.060

Chen, Y. K., Chiu, F. R., Liao, H. C., & Yeh, C. H. (2016). Joint optimization of inventory control and product placement on e-commerce websites using genetic algorithms. *Electronic Commerce Research*, *16*(4), 479–502. https://doi.org/10.1007/s10660-016-9216-9

China Internet Watch. (n.d.). WeChat Guide – CIW Digital Landscape – China Internet Watch. Retrieved 24 March 2019, from https://www.chinainternetwatch.com/landscape/wechat/

Christmann, A., & Van Aelst, S. (2006). Robust estimation of Cronbach's alpha. *Journal of Multivariate Analysis*, *97*(7), 1660–1674. https://doi.org/10.1016/j.jmva.2005.05.012

Cihan, C., Krisztina, P., & Akos, V. (2017). Try not to be late! - The importance of delivery service in online shopping. *Organizations and Markets in Emerging Economies*, *8*(2), 177–192.

Clemons, E. K., Wilson, J., Matt, C., Hess, T., Ren, F., Jin, F., & Koh, N. S. (2016). Global differences in online shopping behavior: understanding factors leading to trust. *Journal of Management Information Systems*, *33*(4), 1117–1148. https://doi.org/10.1080/07421222.2016.1267531

Creswell, J. (2012). *Research design: quantitative, qualitative and mix method approaches*.

Cutshall, R., Changchit, C., & Lee, T. (2014). Shopping preference : A comparative study of American and Taiwanese perceptions online shopping in the United States. *Journal of International Technology and*

Information Management, *23*(1), 83. Retrieved from http://search.proquest.com.library.capella.edu/docview/1664915270?pq-origsite=summon&http://library.capella.edu/login?url=

Du, J., Lu, J., Wu, D., Li, H., & Li, J. (2013). User acceptance of software as a service: Evidence from customers of China's leading e-commerce company, Alibaba. *Journal of Systems and Software*, *86*(8), 2034–2044. https://doi.org/10.1016/j.jss.2013.03.012

Fortes, N., & Rita, P. (2016). Privacy concerns and online purchasing behaviour: Towards an integrated model. *European Research on Management and Business Economics*, *22*(3), 167–176. https://doi.org/10.1016/j.iedeen.2016.04.002

Frik, A., & Mittone, L. (2019). Factors influencing the perception of website privacy trustworthiness and users' purchasing intentions: The behavioral economics perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, *14*(3), 89–125. https://doi.org/10.4067/s0718-18762019000300107

Fu, D., Hong, Y., Wang, K., & Fan, W. (2018). Effects of membership tier on user content generation behaviors: evidence from online reviews. *Electronic Commerce Research*, *18*(3), 457–483. https://doi.org/10.1007/s10660-017-9266-7

Hariguna, T., & Berlilana, B. (2017). Understanding of antecedents to achieve customer trust and customer intention to purchase e-commerce in social media, an empirical assessment. *International Journal of Electrical and Computer Engineering*, *7*(3), 1240–1245. https://doi.org/10.11591/ijece.v7i3.pp1240-1245

Hasan, B. (2016). Perceived irritation in online shopping: The impact of website design characteristics. *Computers in Human Behavior*, *54*, 224–230. https://doi.org/10.1016/j.chb.2015.07.056

Heejae, S., & Dahana, W. D. (2017). The moderating roles of prior attitude and message acceptance in electronic word of mouth. *International Journal of Business and Information*, *12*(2), 183. https://doi.org/10.6702/ijbi.2017.12.2.4

Hendrawan, R. A., Suryani, E., & Oktavia, R. (2017). Evaluation of e-Commerce product reviews based on structural, metadata, and readability characteristics. *Procedia Computer Science*, *124*, 280–286. https://doi.org/10.1016/j.procs.2017.12.157

Jiang, L., Jiang, N., & Liu, S. (2011). Consumer perceptions of e-service convenience: An exploratory study. *Procedia Environmental Sciences*, *11*(PART A), 406–410. https://doi.org/10.1016/j.proenv.2011.12.065

Joshi, D., & Achuthan, S. (2016). E-Commerce buying behavior in India: The role of website features in E-loyalty. *South Asian Journal of Management*, *23*(1), 56.

Junadi, & Sfenrianto. (2015). A model of factors influencing consumer's intention to use E-payment system in indonesia. *Procedia Computer Science*, *59*(Iccsci), 214–220. https://doi.org/10.1016/j.procs.2015.07.557

Kawa, A. (2017). Fulfillment service in e-commerce logistics. *Scientific Journal of Logistics*, *13*(4), 429–438.

Kim, E., Urunov, R., & Kim, H. (2016). The effects of national culture values on consumer acceptance of E-commerce: online shoppers in Russia. *Procedia Computer Science*, *91*(Itqm), 966–970. https://doi.org/10.1016/j.procs.2016.07.124

Kim, T. Y., Dekker, R., & Heij, C. (2017). Cross-border electronic commerce: Distance effects and express delivery in European union markets. *International Journal of Electronic Commerce*, *21*(2), 184–218. https://doi.org/10.1080/10864415.2016.1234283

Kolhar, M. (2018). E-commerce review system to detect false reviews. *Science and Engineering Ethics*, *24*(5), 1577–1588. https://doi.org/10.1007/s11948-017-9959-2

Kostyk, A., Niculescu, M., & Leonhardt, J. M. (2017). Less is more: Online consumer ratings' format affects purchase intentions and processing. *Journal of Consumer Behaviour*, *16*(5), 434–441. https://doi.org/10.1002/cb.1643

Leontitsis, A., & Pagge, J. (2007). A simulation approach on Cronbach's alpha statistical significance. *Mathematics and Computers in Simulation*, *73*(5), 336–340. https://doi.org/10.1016/j.matcom.2006.08.001

Li, Q., Liang, N., & Li, E. Y. (2018). Does friendship quality matter in social commerce? An experimental study of its effect on purchase intention. *Electronic Commerce Research*, *18*(4), 693–717. https://doi.org/10.1007/s10660-018-9299-6

Lim, Y. M., & Cham, T. H. (2015). A profile of the Internet shoppers: Evidence from nine countries. *Telematics and Informatics*, *32*(2), 344–354. https://doi.org/10.1016/j.tele.2014.10.002

Lim, Y. S., Heng, P. C., Ng, T. H., & Cheah, C. S. (2016). Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia. *Asia Pacific Management Review*, *21*(2), 74–78. https://doi.org/10.1016/j.apmrv.2015.10.002

Lin. Zhijie., Goh. KhimYong., H. C. (2017). The demand effects of product recommendation networks : An empirical analysis of network diversity and stability. *MIS Quarterly: Management Information Systems*, *41*(2), 397–426.

Lo, S. K., Hsieh, A. Y., & Chiu, Y. P. (2014). Why expect lower prices online? Empirical examination in online and store-based retailers. *International Journal of Electronic Commerce Studies*, *5*(1), 27–38. https://doi.org/10.7903/ijecs.1191

Miyatake, K., Nemoto, T., Nakaharai, S., & Hayashi, K. (2016). Reduction in Consumers' Purchasing Cost by Online Shopping. *Transportation Research Procedia*, *12*(June 2015), 656–666. https://doi.org/10.1016/j.trpro.2016.02.019

Ngwe, D., Ferreira, K. J., & Teixeira, T. (2019). The impact of increasing search frictions on online shopping behavior: Evidence from a field experiment. *Journal of Marketing Research*, *56*(6), 944–959. https://doi.org/10.1177/0022243719865516

O'Reilly, K., MacMillan, A., Mumuni, A. G., & Lancendorfer, K. M. (2016). Extending our understanding of eWOM impact: The role of source credibility and message relevance. *Journal of Internet Commerce*, *15*(2), 77–96. https://doi.org/10.1080/15332861.2016.1143215

Pabalkar, V. (2014). Drivers of eShopping Behaviour. *Procedia Economics and Finance*, *11*(14), 600–608. https://doi.org/10.1016/s2212-5671(14)00225-1

Pascual-Miguel, F. J., Agudo-Peregrina, Á. F., & Chaparro-Peláez, J. (2015). Influences of gender and product type on online purchasing. *Journal of Business Research*, *68*(7), 1550–1556. https://doi.org/10.1016/j.jbusres.2015.01.050

Penttinen, E., Halme, M., Lyytinen, K., & Myllynen, N. (2018). What influences choice of Business-to-Business connectivity platforms? *International Journal of Electronic Commerce*, *22*(4), 479–509. https://doi.org/10.1080/10864415.2018.1485083

Qiu, Y. (2018). Impact of E-commerce evaluation authenticity on consumer purchase decision based on electroencephalogram test technology. *NeuroQuantology*, *16*(5), 481–487. https://doi.org/10.14704/nq.2018.16.5.1352

Roy, S. K., & Butaney, G. T. (2014). Customer's relative loyalty: An empirical examination. *Journal of Strategic Marketing*, *22*(3), 206–221. https://doi.org/10.1080/0965254X.2013.876074

Sainathan, A. (2018). Customer differentiation with shipping as an ancillary service? Free service, prioritization, and strategic delay. *Decision Sciences*, *49*(4), 690–727. https://doi.org/10.1111/deci.12285

Sarkar, S., Chauhan, S., & Khare, A. (2020). A meta-analysis of antecedents and consequences of trust in mobile commerce. *International Journal of Information Management*. Elsevier. https://doi.org/10.1016/j.ijinfomgt.2019.08.008

Shenzhen Government Online. (n.d.). Retrieved from http://english.sz.gov.cn/

Smith, R., Deitz, G., Royne, M. B., Hansen, J. D., Grünhagen, M., & Witte, C. (2013). Cross-cultural examination of online shopping behavior: A comparison of Norway, Germany, and the United States. *Journal of Business Research*, *66*(3), 328–335. https://doi.org/10.1016/j.jbusres.2011.08.013

Song, L., Weisstein, F. L., Anderson, R. E., Swaminathan, S., Wu, G. J., Feng, S., & Tan, K. (Frank). (2016). The effects of expectation disconfirmations on customer outcomes in E-Markets: Impact of national culture. *Journal of Marketing Channels*, *23*(4), 217–229. https://doi.org/10.1080/1046669X.2016.1224305

Tan, C. W., Benbasat, I., & Cenfetelli, R. T. (2016). An exploratory study of the formation and impact of electronic service failures. *MIS Quarterly: Management Information Systems*, *40*(1), 1–29. https://doi.org/10.25300/MISQ/2016/40.1.01

Tencent 腾讯 - About. (n.d.). Retrieved 24 March 2019, from https://www.tencent.com/en-us/company.html

Thomas, M. J., Wirtz, B. W., & Weyerer, J. C. (2019). Determinants of online review credibility and its impact on consumers' purchase intention. *Journal of Electronic Commerce Research*, *20*(1), 1–20.

Umberto, P. (2015). Developing a price-sensitive recommender system to improve accuracy and business performance of ecommerce applications. *International Journal of Electronic Commerce Studies*, *6*(1), 1–18. https://doi.org/10.7903/ijecs.1348

Vakulenko, Y., Shams, P., Hellström, D., & Hjort, K. (2019). Service innovation in e-commerce last mile delivery: Mapping the e-customer journey. *Journal of Business Research*, *101*(January), 461–468. https://doi.org/10.1016/j.jbusres.2019.01.016

Wu, J., Li, L., & Xu, L. Da. (2014). A randomized pricing decision support system in electronic commerce. *Decision Support Systems*, *58*(1), 43–52. https://doi.org/10.1016/j.dss.2013.01.015

Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, *67*(1), 2768–2776. https://doi.org/10.1016/j.jbusres.2012.09.007

Xu, P., Chen, L., & Santhanam, R. (2015). Will video be the next generation of e-commerce product reviews? Presentation format and the role of product type. *Decision Support Systems*, *73*, 85–96. https://doi.org/10.1016/j.dss.2015.03.001

Xu, X., Li, Y., & Tang, R. (2019). Simulation optimization of discrete logistics processes: A case study on logistics of an E-Commerce enterprise in Shanghai. *Discrete Dynamics in Nature and Society*, *2019*. https://doi.org/10.1155/2019/2493638

Zaharia, M., & Enachescu, D. (2014). E-Commerce by individuals - A Statistical analisys of evolutions of internet purchases by individuals in some former Communist States in 2007 - 2012 period. *Journal of Applied Computer Science & Mathematics*, *17*(17), 13–19.

Zehir, C., & Narcıkara, E. (2016). E-service quality and E-recovery service quality: Effects on value perceptions and loyalty intentions. *Procedia - Social and Behavioral Sciences*, *229*, 427–443. https://doi.org/10.1016/j.sbspro.2016.07.153

Zehir, C., Sehitoglu, Y., Narcikara, E., & Zehir, S. (2014). E-S-Quality, Perceived Value and Loyalty Intentions Relationships in Internet Retailers. *Procedia - Social and Behavioral Sciences*, *150*, 1071–1079. https://doi.org/10.1016/j.sbspro.2014.09.120

Zhang, J., & Tsai, W. S. (2017). What promotes online group-buying? A cross-cultural comparison study between China and the United States. *Journal of Promotion Management*, *23*(5), 748–768.

https://doi.org/10.1080/10496491.2017.1297986

Zhang, K. Z. K., Zhao, S. J., Cheung, C. M. K., & Lee, M. K. O. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model. *Decision Support Systems*, *67*, 78–89. https://doi.org/10.1016/j.dss.2014.08.005

Zheng, X., Zhu, S., & Lin, Z. (2013). Capturing the essence of word-of-mouth for social commerce: Assessing the quality of online e-commerce reviews by a semi-supervised approach. *Decision Support Systems*, *56*(1), 211–222. https://doi.org/10.1016/j.dss.2013.06.002

Zhou, L., Wang, W., Xu, J. (David), Liu, T., & Gu, J. (2018). Perceived information transparency in B2C e-commerce: An empirical investigation. *Information and Management*, *55*(7), 912–927. https://doi.org/10.1016/j.im.2018.04.005

Zhou, S., Qiao, Z., Du, Q., Wang, G. A., Fan, W., & Yan, X. (2018). Measuring customer agility from online reviews using big data text analytics. *Journal of Management Information Systems*, *35*(2), 510–539. https://doi.org/10.1080/07421222.2018.1451956

APPENDIXES

Appendix A. Online Questionnaire Survey (English Version)

This section will list all the survey questions which will be used in this research in English.

No.	Survey Questions
The purpose of this survey is to understand the influential factor that affects consumers' choice between eCommerce and traditional physical shopping. This survey has 21 questions and will take about 10 minutes. Thank you very much for participating!	
S1	Which age group do you belong to? ☐ 18-20 ☐ 21-25 ☐ 26-30 ☐ 31-40 ☐ 41-60
S2	What is your gender? ☐ Male ☐ Female ☐ Others ☐ Don't want to state
S3	When you choose between eCommerce and physical shopping, how much would you worry about losing personal information online to a hacker? ☐ Very likely ☐ Likely ☐ Neutral ☐ Unlikely ☐ Very Unlikely
S4	When you choose between eCommerce and physical shopping, how much would you worry about losing bank information to a hacker? ☐ Very likely ☐ Likely ☐ Neutral ☐ Unlikely ☐ Very Unlikely
S5	When you choose between eCommerce and physical shopping, how much would the worry about not being able to touch and feel the goods? ☐ Very likely ☐ Likely ☐ Neutral ☐ Unlikely ☐ Very Unlikely
S6	When you choose between eCommerce and physical shopping, how much would an online review affect your choice? ☐ Very likely ☐ Likely ☐ Neutral ☐ Unlikely ☐ Very Unlikely
S7	When you choose between eCommerce and physical shopping, how much would the online review quality affect your choice? ☐ Very likely ☐ Likely ☐ Neutral ☐ Unlikely ☐ Very Unlikely
S8	When you choose between eCommerce and physical shopping, how much would the price difference affect your choice? ☐ Very likely ☐ Likely ☐ Neutral ☐ Unlikely ☐ Very Unlikely

S9	When you choose between eCommerce and physical shopping, how much would how long it takes to search for an item affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S10	When you choose between eCommerce and physical shopping, how much would the delivery price affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S11	When you choose between eCommerce and physical shopping, how much would the delivery time affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S12	When you choose between eCommerce and physical shopping, how much would the delivery person's attitude affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S13	When you choose between eCommerce and physical shopping, how much would your families' attitude towards shopping online affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S14	When you choose between eCommerce and physical shopping, how much would your friends' attitude towards shopping online affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S15	When you choose between eCommerce and physical shopping, how much would social media affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S16	When you choose between eCommerce and physical shopping, how much would an easy-to-use website affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S17	When you choose between eCommerce and physical shopping, how much would the website reliability affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S18	When you choose between eCommerce and physical shopping, how much would your religion affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S19	When you choose between eCommerce and physical shopping, how much do you think your education level would affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely

S20	When you choose between eCommerce and physical shopping, how much would the before-sales service affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely
S21	When you choose between eCommerce and physical shopping, how much would the after-sales service affect your choice?				
	☐ Very likely	☐ Likely	☐ Neutral	☐ Unlikely	☐ Very Unlikely

Appendix B. Online Questionnaire Survey (Chinese Version)

序号	调查问卷				
本问卷的目的旨在了解消费者在选择电商或传统购物方式间的影响因素。本问卷共有21个问题，十分感谢您的参与！					
S1	您属于哪个年龄阶段?				
	☐ 18-20	☐ 21-25	☐ 26-30	☐ 31-40	☐ 41-60
S2	您的性别?				
	☐ 男	☐ 女	☐ 其它	☐ 不便声明	
S3	在传统购物和网购间选择时，对个人信息泄露的的担忧会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐ 不太影响	☐ 极少影响
S4	在传统购物和网购间选择时，对个人银行信息泄露的担忧会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S5	在传统购物和网购间选择时，网购不能实际接触到商品的困扰会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S6	在传统购物和网购间选择时，网购商品评价的数量会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S7	在传统购物和网购间选择时，网购商品评价的质量会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S8	在传统购物和网购间选择时，网购的价格优势会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S9	在传统购物和网购间选择时，网购的搜索时间会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S10	在传统购物和网购间选择时，网购运送时间会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S11	在传统购物和网购间选择时，网购快递费用会多大程度上影响您的选择?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响

S12	快递人员的的服务态度，对您后续选择电商的影响程度有多大?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S13	在传统购物和网购间选择时，您受家人的影响有多大？				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S14	在传统购物和网购间选择时，您受朋友的影响有多大？				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S15	在传统购物和网购间选择时，您受社交媒体的影响有多大？				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S16	在传统购物和网购间选择时，网站的易用性影响有多大?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S17	在传统购物和网购间选择时，网站的可靠性影响有多大?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S18	在传统购物和网购间选择时，宗教背景影响有多大？				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S19	在传统购物和网购间选择时，教育水平影响有多大？				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S20	在传统购物和网购间选择时，电商提供的售前服务质量影响程序有多大?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响
S21	电商提供的售后服务质量，对您后续选择电商的影响程度有多大?				
	☐ 很大程序	☐ 有影响	☐ 一般	☐不太影响	☐ 极少影响

Appendix C. Wintec Ethics Form

Wintec WAIKATO INSTITUTE OF TECHNOLOGY Te Kuratini o Waikato	**Research and Postgraduate Office (RPGO)** **Human Ethics in Research Group (HERG)**

Please refer to the Ethics Guidelines prior to completing this application.

The RPGO is located at the City Campus, D-Block (Offices D2.22 – D2.24), email research@wintec.ac.nz or phone Megan Allardice on Ext. 3582 for more information.
Please see the last page of this document for detailed instructions for completing this form.

1.0 PROJECT TITLE	
	Influential Factors for The Choice of eCommerce in Shenzhen (China)

2.0 RESEARCHER(S)		
2.1	Primary researcher's name	Yahong Liu
2.2	School//Centre/Unit	Centre of Business and Information Technology
2.3	Contact Details (Telephone and E-mail)	Telephone: 021-0760-568 E-mail: yaxliu87@student.wintec.ac.nz
2.4	Is this application a:	☒ Student Application ☐ Staff Application
2.5	If this is a student application, please provide the Module code here	INFO803
2.6	Is this project a staff application that utilises work partially or wholly undertaken by students who are not participants (e.g. data collection undertaken by a researcher's class)?	Not applicable

2.7	If so, please clearly describe what the role of these students is to be in this research, what the work will be used for explicitly (including any issues regarding authorship of research outputs such as journal articles), and what steps have been taken to ensure students are aware of this.	Not applicable
2.8	Name of other Researcher(s) and positions. (If this is a student application please provide the name(s) of the project supervisor(s) and indicate that they are supervisors here.)	Dr. Kay Fielden
2.9	Contact Details of other researchers and/or supervisors (Telephone and E-mail)	Telephone: 021-2840-990 E-mail: Kay.Fielden@wintec.ac.nz
2.10	Is this application:	☒ A new application ☐ A subsequent approval request following a significant change to an already approved application

3.0 PROJECT TIMELINE	
	The projected start date for **data collection** *(once this ethics application is approved. Please note, projects can only begin once applications have been approved, regardless of the level of risk)*: **Feb 15, 2020** Projected end date: **End of 1st semester of 2020**

4.0 PROJECT SUMMARY (please include your research purpose and objectives, methodology will be dealt with in Section 6)
A study on the influential factors that impact consumers' choice of eCommerce in ShenZhen City, China. The research will mainly evaluate the weight of the following factors: risk, review, cost, delivery, information channel, website, culture and service. The thermotical framework of this research modified SERVQUAL model. The researcher will collect data through questionnaire via social media tool. The researcher will analysis data by Chi-square to retrieve answers to the research questions.

5.0 PROJECT METHODOLOGY (including methods for data collection)

An online survey will be used to collect consumers answer regarding the factor influent them to choose eCommerce. For this research, a population size of 13,020,000 will be considered, with a confidence interval of 4 and a confidence level of 95%, hence the sample size for this research is 600.

The thermotical framework of this research is a modified SERVQUAL model. Data will be collected through questionnaire via social media tool. The researcher will analysis data by Chi-square to retrieve answers to the research questions.

6.0 CONSIDERATON OF ETHICAL ISSUES AND PROCESSES

The following ethical issues and processes will be taken into consideration while undertaking this research project:

Risk of harm

This research will neither put the participants nor the researcher to risk. The study will not use questionnaires or interview that might cause discomfort, embarrassment, or psychological or spiritual harm to the participants. There will be no processes during research that may prove to be potentially disadvantageous to a person or group. This research will not collect information about illegal behaviour(s) which could place the participants at risk of criminal or civil liability or be damaging to their financial standing, employability, professional or personal relationships. This research does not require the collection of blood, body fluid, tissue samples or similar. This research does not involve any form of exercise regime, physical examination, or deprivation. This research also does not include administration of any supplement, drug, medicine or placebo. This research will not cause any physical pain, beyond mild discomfort or expenditure of energy.

Informed and voluntary consent

This research will not include participants who the researcher can identify as being unable to give written consent for any reason or who are unable to provide informed consent. There will be no participants from the class from which the researcher teaches. This research will only include participants over the age of 18 who are not in a dependent situation, such as people with a disability, or residents of a hospital, nursing home, or prison, or vulnerable in any other way. This research does not require previously collected information or biological samples.

Privacy and confidentiality

This research does not involve evaluation or investigation of organisational services or practices, where personal or otherwise sensitive information is being collected, and where a participant may be identified.

Deception

There will be no deception of participants, including concealment and covert observations.

Conflict of interest

There are no conflicts of interest for the researcher.

Compensation to participants

There will not be any payments or inducements to participants.

Procedural

This research does not require any further ethical requirement or approval from an outside organisation, or a Wintec Institutional Consent form.

Treaty of Waitangi and Māori participation

The research will be conducted in China, hence there is not involve Māori or Treaty of Waitangi.

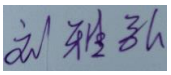
Other cultural considerations

This research does not target any particular ethnic group, and no aspects of this project might raise specific cultural issues.

Health and disability research committee review

The participants of this research are not required to participate in their capacity as consumers of health or disability support services, or relatives or caregivers of consumers of health or disability support services. This research also does not include participants who are volunteers in clinical trials. This research does not involve the use of human tissue or participants' health information.

Researcher(s) signature(s) (the <u>name and signature</u> of all researcher(s) are to be included):

Name	Signature	Date
Yahong Liu		30/10/2019

Primary Supervisor's signature (if this is a student application):

Name	Signature	Date
Dr. Kay Fielden		30/10/2019

Research Leader's signature:

Name	Signature	Date

HERG Chairperson or delegated representative's signature (RPGO use only):		
Name	**Signature**	**Date**

COMPLETING THIS FORM

Please note: A low risk research project is one in which the nature of the potential/actual risk of harm to participants or the researcher is minimal and no more than is normally encountered in daily life. If, as a staff member, you are new to research or are in any doubt as to which application to submit, please consult with your Research Leader. If you are a student, your supervisor will be able to give you advice. If you are still in any doubt, don't hesitate to consult the RPGO.

Specific Instructions

- All questions are to be answered. Note the questions within require a mix of descriptions, yes/no answers and cross the box (**Double-click on check boxes with your mouse and select 'Checked' from the options under 'Default Value'**).
- Research Leaders need to review the information in this form and sign it off prior to application being made to the RPGO.
- Please forward one signed original copy to the RPGO, together with an electronic version to research@wintec.ac.nz.
- Low Risk Human Ethics in Research Applications also need to be accompanied by a copy of the Information Sheet, Consent Form, and any Questionnaires or Interview Schedules for consideration. If Questionnaires/ Schedules are not yet confirmed, please supply the latest draft.
- No questions are to be deleted, even those that you feel you are not required to answer.
- No part of the research requiring ethical approval should commence prior to approval being confirmed.
- Applicants will receive an official confirmation of submission via email from the RPGO once all conditions of this form have been completed.
- If you want to apply for an extension on a previously approved project, please contact the RPGO, as you will probably not need to submit a separate application.
- Applicants will be advised of the outcome of their application to the Human Ethics in Research Committee **no later than ten working days** after the completed and confirmed submission of this application.

HUMAN ETHICS IN RESEARCH LOW RISK APPLICATION FORM - CHECK LIST	
Research project title:	**Influential Factors for the choice of eCommerce in ShenZhen (China)**
Name of primary researcher:	**Yahong Liu**

Attached please find (as applicable) in the order listed below	

APPENDIXES

Completed HERG Low Risk Application Form	☒ Yes ☐ No
Consent Form for participants	☒ Yes ☐ No
Information Sheet for participants	☒ Yes ☐ No
Copy of Focus Group Questions, Interview Schedule, or similar	☒ Yes ☐ No